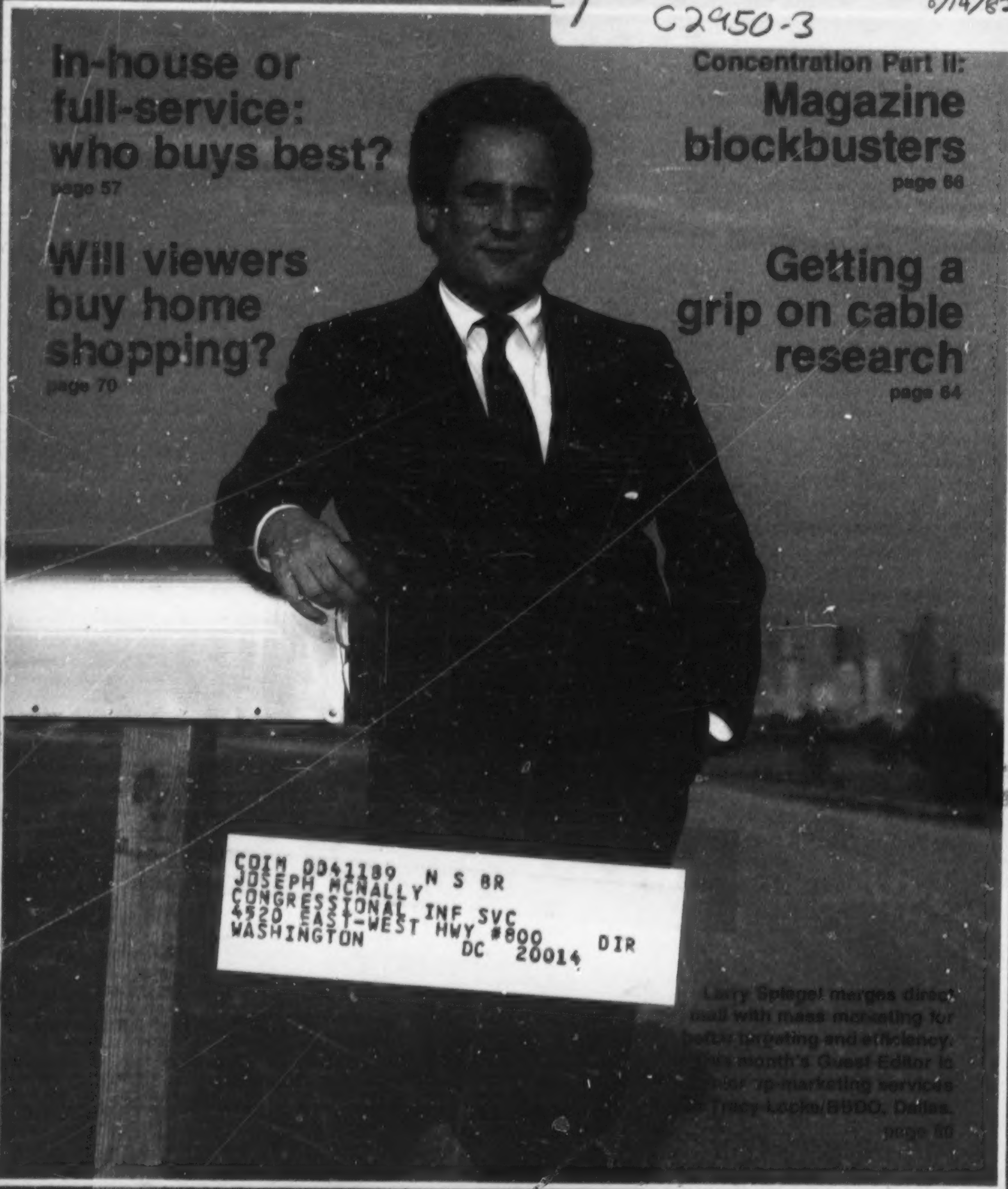
MARKETING & MEDIA Decisions

JUNE 1982 • $3.00

-1 C2950-3 6/14/82



In-house or full-service: who buys best?

page 57

Concentration Part II: Magazine blockbusters

page 66

Will viewers buy home shopping?

page 70

Getting a grip on cable research

page 64

CDIM 0041189 N S 8R
JOSEPH MCNALLY
CONGRESSIONAL INF SVC
4520 EAST-WEST HWY #800 DIR
WASHINGTON DC 20014

Larry Spiegel merges direct mail with mass marketing for better targeting and efficiency. This month's Guest Editor is senior vp-marketing services at Tracy-Locke/BBDO, Dallas.

page 50

CONTENTS

JUNE 1982, VOL. 17, NO. 7

Guest Editor Larry Spiegel is senior vp-marketing services at Tracy-Locke/BBDO, Dallas.

Cover photo: Jerry Segrest, Segrest Photography, Inc., Dallas

Features

57 Who does it best?
The recent shift of media dollars from in-house to full-service agencies by Lever Brothers and American Home Products raises anew questions about the wisdom of going in-house.

60 Direct marketing at Tracy-Locke/BBDO
Guest Editor Larry Spiegel is melding traditional agency skills with direct marketing discipline to create a new blend: *strategic marketing*.

62 Saddling up with country & western
Interest in the country & western lifestyle is growing across the board, and so is advertiser interest.

64 Getting a grip on cable research
Nielsen and Arbitron are scrambling to achieve a tricky balance: accurate measurement of both broadcast and cable tv.

66 Magazine blockbusters
New advertisers are attracted to an old ad idea — multi-pagers in magazines.

68 And now, Haggar's washable suit
Most consumers didn't believe it could be done, but $8 million in advertising has helped convince them otherwise.

70 Will they buy home shopping?
Hundreds of advertisers are experimenting with cable tv shop-at-home shows, but media people say viewer demand remains unproven.

72 Media's new business involvement
Far from stepchild status, media people are now involved in 84% of agency new business presentations, according to a survey by Joel Kushins of Bozell & Jacobs and *Decisions*.

131 Brand Report 77: Automobiles
151 EXCLUSIVE: 1981 newspaper brand dollars
175 Growth Market: San Diego

Focus on . . .

Magazine blockbusters
(page 66)

Robert Geller, Adforce
(page 57)

Country & western
(page 62)

Departments

6 Focus on Marketing
10 Campaigns
17 Print Beat
18 Broadcast Beat
20 Newsmakers
28 Mailbag
30 Update
32 Cablescan
40 Homework
42 New in Media
46 D.C.
50 Futures
190 Cost Trends
200 Guest Editor's Page

76 As We See It

As They See It

78 Mediology
by Ed Papazian
84 Newspapers
by Marcella Rosen
87 Radio
by David Tracy
87 Marketing
by Barbara Reid
92 Television
by John Meskil
94 Business Press
by Michael Hedge
96 Consumer Magazines
by Joel Fisher
100 Out-of-home
by Martin Mullaney
104 Cable Etc.
by Sy Goldis
203 Research
by Helen Johnston

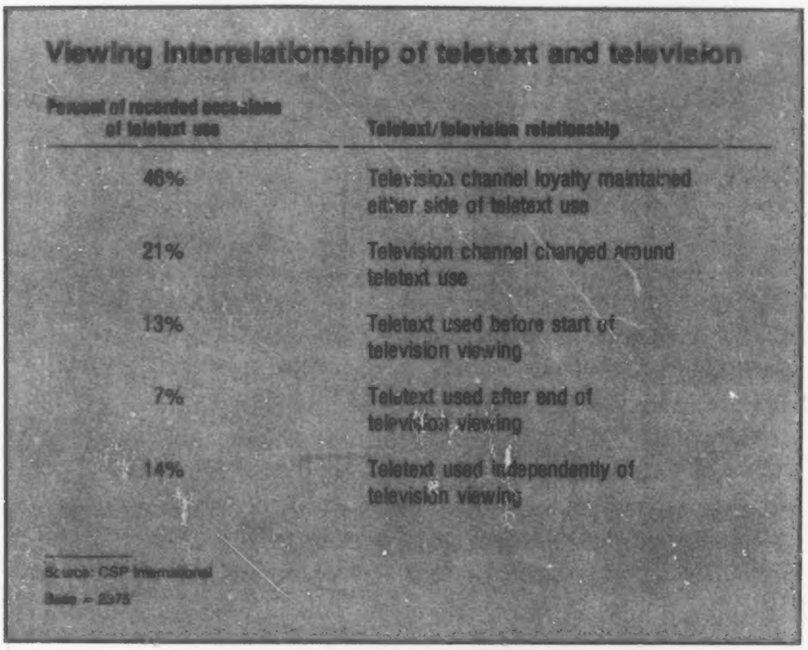
MARKETING & MEDIA DECISIONS (ISSN0195-4296) JUNE, 1982, Vol. 17, No. 7 Copyright © 1982. Decisions Publications Inc. Published fourteen times. Executive, editorial, circulation and advertising offices at 342 Madison Ave., New York, N.Y. 10017 (212) 953-1888. **Available** without charge to those personally involved in media decisions at major agencies and advertiser companies. For others, subscription prices are: U.S.A. $36 for 12 issues. Canada $46. Overseas $48 (surface mail). Airmail — add $48. Single copy $3.00. All overseas copies are paid. Second-class alternative B postage paid at Burlington, Vt. **Postmaster:** Send form 3579 to Marketing & Media Decisions, 342 Madison Ave., New York, N.Y. 10017

FUTURES

(from 50)

In the U.K., teletext displaces evening news

When teletext really gets going, it may ace out the 6 p.m. news, if early findings from the United Kingdom are any criterion. Data from Communications Studies and Planning International, Inc., New York, shows teletext is used in preference to early evening news among teletext viewers, in a three month 1981 study. The primary services accessed are the news, weather, sports and tv listings. The survey also showed that two thirds of teletext use occurs during general television viewing. It is used independently of television watching only on 14% of all occasions.



Viewing interrelationship of teletext and television

Percent of recorded occasions of teletext use	Teletext/television relationship
46%	Television channel loyalty maintained either side of teletext use
21%	Television channel changed around teletext use
13%	Teletext used before start of television viewing
7%	Teletext used after end of television viewing
14%	Teletext used independently of television viewing

Source: CSP International
Base = 2375

The CSPI study concludes "if teletext were used mainly to complement television program coverage of news, one would expect a drop in use around the time of BBC-I's and ITV's early news. In fact, teletext use increases rather than decreases at those times. This suggests that teletext is being used in preference to tv news."

But CSPI also notes that while the research indicates teletext does interrupt tv viewing, it also reveals high channel loyalty among users. The same television channel is viewed both before and after teletext use in 69% of sessions. The average teletext session lasts 14 minutes in a typical viewing situation.

Cable audio seen as a neglected sleeper

With the wiring of the nation for cable television, there exist enormous possibilities for adding a variety of audio feeds that could supplant broadcast radio material. Richard Mahler, president of Radiowest, describes the possibilities in *Airwaves*, the audio independents radio newsletter.

"In the Spring of 1982, cable audio is a mere footnote in the explosive history of cable-delivered information and entertainment. But many observers see that changing dramatically during the next five years. With the potential for hundreds, if not thousands of new, specialized audio program services becoming available via cable hookups.

The most promising future medium for independent radio producers and audio artists, they believe, is cable. They point out the cable audio is encumbered by few if any legal restrictions, can accommodate long-form and commercial free programing, can deliver consistent high-quality sound, and has the potential for squeezing hundreds of signals into a spectrum that used to be available to just a few dozen stations.

"Cable audio has its doubters, of course, and even its most vocal proponents conceded that a host of technical, marketing, promotional, legal and programing issues must be resolved before the medium begins to approach what's being promised. Some question whether cable audio will offer any more diversity or opportunity than commercial radio or television, arguing that independent video producers have yet to realize significant gains as a result of the tremendous growth in new video technologies now becoming available.

"For the present, the cable audio field appears wide open, a reality with few precedents in the history of electronic media. With few players in the game, independent producers still have an opportunity to at [illegible] make their presence known and to advocate on their own behalf.

"All the evidence points to the likelihoood that cable audio, for better or worse, will become a well defined part of the electronic communications industry within the next five years, with its own set of written and unwritten rules, protagonists, image makers, and limitations. The question depends in large part on how independents themselves react.

"Pay cable audio's future seems assured to at least a limited extent by recent surveys showing a significant percentage (10% to 50%) of cable tv subscribers would pay up to $15 a month for specific types of commercial free audio services."

Survey of media department's new business role

Media in 84% of agency final pitches

Joel S. Kushins, senior vp-media director, Bozell & Jacobs, reports on survey made with the help of Decisions. Question: How deeply involved in new business solicitation are full-service agency media departments? Answer: Media is involved in 84% of final presentations, but in only 65% of preliminary pitches.

Far from being a stepchild in new business presentation, the media department has taken its place alongside creative and marketing as a critical element in the agency's regard for the full-service-agency system, but lends a well-earned endorsement to "media" as a career with much opportunity for growth and advancement.

This was the message at last December's Marketing and Media Week's panel on "The Media Department and New Business."

When I was asked to chair the panel, much of the interests of the audience and substance of the panel discussion appeared to be self-evident. We expected to attract a group of bright, young career-directed media people who would want some experienced guidance on the role of a media department in acquiring new business, defined and described by a panel of veterans of the art.

In preparing for the workshop, however, we began to realize that there were many things we often take for granted which are essential to any one person's or department's success in new business solicitations. These include the depth of preparation and analysis, skilled and effective use of presentation materials, compatible and respectful interrelationships between the media department and the agency's other service departments and account groups and, most importantly, recognition by agency management of the importance of a media department's presence in new business meetings.

As it is management's role to set the stage for any initiative, we thought it would be of more than passing interest to find out how major agencies employ media departments in their new business efforts. So, we sent out a questionnaire through *Marketing & Media Decisions* to 125 top agency ceo's to find out.

The questionnaire sought to find out about the scope of involvement of service departments in new business activities, what levels of personnel are involved in the process, and the relative importance of the various agency departments and personnel. We also sought to find out the use of media recommendations in presentations, and we wanted to see if these ceo's methods were different now than ten years ago. There were 40 responses.

Our first question asked the ceo's to rank the importance of the various service departments in new business meetings from 1 to 4 (one being most important). We weighted their total responses. The rankings essentially fell into two groups — with account service most important followed closely by

Media people will not only have opportunities to experience agency growth through new business, but will have a role in creating it, says Joel Kushins.

judgment is made going into the program on what to expect, we haven't had a clear understanding of what would constitute a success coming out.

"The proposal to use a shop-at-home is seemingly reasonable. It's cheap. You get multiple runs. There's a call-in or direct response mechanism built in. But if you get a 2% response based on the subscriber base, is that a success? No one goes in and says they expect a 5% response. For now, we can only measure its success by the fact that some of our clients have gone back on the show a second time."

All of the cable media experts *Decisions* talked with said clients either already had used a cable shop-at-home show and would do so again, or that they had been considering using the programs and would have some clients on before the end of the year.

While media people generally endorse the idea of the shop-at-home program, serious concerns remain about the true capabilities and effectiveness of the shop-at-home shows right now. Most of the problems, however, are perceived as growing pangs that should be resolved by the inevitable maturation of the cable medium.

The most common media reaction to the limitations of the shop-at-home program is the lack of reach. Modern Satellite Network's *The Home Shopping Show,* which in 1978 was the first shop-at-home program to appear on cable, claims a reach of 4.1 million cable homes. That is, there are 4.1 million households spread across the country that have the capacity to receive the program. The claim is not that *The Home Shopping Show* has 4.1 million viewers.

In any event, no other cable shop-at-home program now cablecasting comes close to *The Home Shopping Show's* distribution. Several, in fact, are local productions. *The Cableshop,* the joint venture between J. Walter Thompson USA and Adams-Russell, a cable franchise operator, is distributed only in Peabody, Massachusetts to 6,000 subscribing cable households. Still, 15 of JWT's national accounts are participating in the programing venture.

Other media criticisms and reservations on the shop-at-home shows include the lack of results to prove that there is viewer demand for this type of programing. Further, no one knows yet precisely who that viewer is.

"Isn't it possible that we're just reaching the coupon clippers of the world?" asked one agency cable expert. "If that's the case, it really restricts what kind of advertiser can use a shop-at-home show. I'm not saying that's who's watching these programs. I'm saying we don't know who it is."

Also in question: what precisely can participation in the programing accomplish? Is the shop-at-home show a useful direct marketing tool?

Jim Perkins, the creator and original producer of *The Home Shopping Show,* says not, if the goal is to sell products. The shop-at-home show works very well, Perkins says, for demonstration. (See box, pg. 108)

Continued on page 108

THE
HOME
SHOPPING
SHOW

Warner-Lambert is marketing its e.p.t. Early Pregnancy Testing kit on MSN's *The Home Shopping Show.*

THE
HOME
SHOPPING
SHOW
MSN

***The Home Shopping Show* simulates the look of a locally-produced talk show, avoiding a slick look that might not appeal "in the hinterland." In this segment, representatives of Tupperware appear.**

creative, followed by media and market research.

We next asked them to tell us which departments they usually call upon to present to a new business prospect. We asked them to distinguish between preliminary "getting to know you" sessions, and final complete presentations.

In the preliminary presentations, ceo's are more prone to call upon account service representatives than anyone else to say hello to the prospect, although a creative representative is often present. Media and research people are frequently brought in, but somewhat less often than account and creatives.

By the final presentations, there is more likely to be universal representation from all departments, with significant increases in participation by media and market research people.

Usual order in which each agency department makes its first appearance in a new business solicitation (Rank 1 through 4, with one being most often the case).

	Weighted index
Account Service	100
Creative	43
Media	34

Excluding account service, is the same person from each department used for all presentations, or does it vary from presentation to presentation?

	Creative	Media	Research
Same	45.9%	64.9%	73.0%
Varies	54.1	35.1	27.0

Who from each department is usually chosen to present to a new business prospect?

	Account service	Creative	Media	Research
Director	78.4%	100.0%	94.6%	91.9%
Associate (2nd in command)	43.2	48.6	29.7	18.9
Supervisory	51.4	10.8	8.1	8.1
Other*	21.6	13.5	2.7	2.7

---

* i.e., account executive, writer, planner, analyst

Of every ten agency presentations, in approximately how many is each department involved?

	Currently	Ten years ago
Account service	9.6	8.1
Creative	9.2	7.6
Media	7.2	6.5
Research	7.0	6.4

We next sought to quantify the frequency of participation of the various departments, and also asked the ceo's to compare the current state of affairs with ten years ago.

Account service and creative people are used in excess of 90% of the time, while media and research people appear in new business presentations over 70% of the time. Compared with ten years ago, new business presentations today are more likely to have representatives from all departments involved in the pitch.

This is also verified by answers to our next question on the relative depth of involvement by departments now versus ten years ago. Substantial increases are posted by media and research.

We also wanted to know whether ceo's would go the extra mile with speculative media presentations as they sometimes do with creative. So we asked them whether they would present a media recommendation to a new business prospect even if none had been requested.

And, we were surprised to find that more than 80% do make speculative media presentations on some occasions.

In another series of questions, we sought responses on who is generally chosen to present to new business prospects from each department.

Ceo's draw from a cross-section of individuals to present from each department. Most usually, it is the department director in media, creative and research who will present to the prospect. But, it is not unusual for associates, and supervisory and junior members of each department to also participate.

Are the same people from each department used all the time?

We were told that, while the same people generally present, there is a substantial variation of people periodically presenting from each department.

In what order does each department generally appear during the course of a presentation?

The responses showed account service generally presenting first, followed by creative and research in about the same position. And finally, media is relegated to last position for a strong conclusion.

Lastly, we wanted to know a little bit about the behind-the-scenes practices in preparing for the presentations. So we asked whether the ceo's preferred a more structured approach to new business preparation, with all activity delegated through one unit — or do they allow as well for a generally open forum among members of all service departments.

Here, we found about an equal division among the respondents, with half opening up the preparation to the thinking and general discussion of all departments.

There are several key observations and conclusions from this study.

First, more than ever, new business acquisition is a total agency effort. No longer are agency managers relying upon only a handful of individuals to perform all of the activities necessary for effective development of a presentation to new business prospects.

The media department is involved in new business more extensively than in the past. In fact, the rate of media involvement is close to the point of making it indistinguishable from any other department's participation.

THE ULTIMATE
CORDLESS PHONE

- **Have you ever felt "tied down" to the phone in your office, or at home . . . expecting that important call?**
- **How many times have you made a mad dash for the phone . . . only to find it's stopped ringing?**
- **And what about those occasions when you were simply too far away to hear it ring?**

Compare Our Price and Quality

Only $189.00
(Includes shipping & Insurance)

INTERSTATE PHONE REMOVES THE CORD
. . . and you have **freedom of phone movement** like never before! Your phone goes where you go! Take it from room to room — anywhere in your office. Take a break in the patio, pool or garden. Work way out in the garage, basement or driveway. The Interstate Phone is there at your side.

EXTENDED RANGE
Here is truly the ultimate in cordless phones. The Interstate Phone has unbelievable sound fidelity — with an extended range of up to 600 feet. The entire unit — 10.5 ounces — attaches lightly and easily to a belt, or slips into a pocket. Yet you can receive or place calls to any corner of the world.

YOU OWN IT
The Interstate Phone is wholly independent of the phone company. Even its installation. FCC registered and U.S. Government approved for direct connection to any existing phone jack. Installation and monthly charges are eliminated.

STILL MORE FEATURES
The Interstate Phone unit includes everything you need: Phone • base station • compatibility with all rotary or pushbutton systems • easy installation with standard phone jacks.

MEMORY SYSTEM
The last number called is stored in the memory and is **automatically redialed** — just push **one** button — great to reach forever busy numbers — saves redialing a string of codes.

BATTERY RECHARGING CORD
Still another Interstate Phone **exclusive!** A great new way to keep your phone charged — with no need to return it to its base unit. A **charge cord** is provided, to plug into any AC outlet in the house. Which means the base can be tucked permanently out of sight AND the phone is anywhere you want it — being charged.

GUARANTEE satisfaction is completely guaranteed! Use the Interstate Phone for 15 days in your office, or home. Not pleased? You owe nothing — not even an explanation. Just return for complete, prompt refund. Please note: Equipment used for business purposes is tax deductible. You have everything to gain, and nothing to lose (in fact, you'll wonder how you ever got along without one).

YES The Cordless telephone is the sound answer for me
Please send me ________ units at only $189.00 each
(California residents, please add 6% sales tax)
Total $__________ enclosed.

NAME ______________________________

ADDRESS ______________________________

CITY ______________ STATE ____________ ZIP ________

SEND TO: INTERSTATE TELEPHONE
18210 Sherman Way, Reseda, Ca 91335

be asked for an editorial calendar. The value of an ad can often be enhaced by running in a complimentary special section or special edition.

With respect to the marketplace conditions, the reps can help explain the competitive framework and possible distribution peculiarities of certain brands. Most importantly though, the reps should be able to explain the needs of each particular target audience segment and how his/her book addresses those needs editorially.

While this certainly sounds easier than Frodo's adventure to Mordor, there are still improvements in the trade planning process that need to be made. The first one is further standardization of the SIC codes and subsequent development of a computer model for circulation analysis. Other areas that can be improved involve the expansion of both marketing and audience research.

MAGAZINES
by JOEL FISHER
vp, Compton Advertising,
New York.

Compton's view of magazine industry, part II

The following is the second article in a four part series on the way one major 4A's agency, Compton Advertising, perceives the magazine industry.

In the first article, the relative vitality of the magazine industry was discussed. In this section, obvious strengths of the medium are reviewed.

Obvious Magazine Strengths

Why should advertisers support magazines? Why should agencies fret over the well-being of the print industry?

Actually, there are numerous reasons. Too many, in fact, to review in a single article. We will, however, review some of the more obvious more important reasons including: efficiency, reach, selectivity and flexibility.

Efficiency

Fact — Magazines deliver audiences efficiently. The P4C CPMs for the "Seven Sisters" are considerably less than those for television — even the venerable day network. (Chart A)

TV — CPMs: Compton estimates

The same argument could, of course, be made for male demographics. Comparison of male oriented magazines to television finds magazines delivering far more efficiently. But the comparison is most pointed when one analyzes specific magazines against special, upper socioeconomic demographics. These publications offer editorial directed towards these population segments and are purchased and read by the same.

Most people realize, and *perhaps* correctly so, that magazines work best in conjunction with television — in a supportive role.

It is in this capacity that magazine's reach ability is most attractive.

Take the heaviest schedule recorded in the most recent Nielsen Brand Cumulative Audience (BCA) report. Though the schedule reaches 90% of homes or 88% of adults 18 plus (Compton estimate), of the adults reached 23 percent were exposed fewer than 3 times. Though it is not our intention to engage in a discourse on effective frequency, few would argue that one exposure (or two for that matter) is enough. Take 20% of the money away from that schedule and put it into magazines and you end up with a higher reach, particularly against those exposed at least 2 and 3 times. (Charts B & C)

Reach

Using the medium correctly, magazines can build reach quicker per dollar than television. Two insertions in *Reader's Digest* and *TV Guide*, plus one insertion in *People, Good Housekeeping, Sports Illustrated, Woman's*

Chart A

	CPM Magazine P4C			CPM TV : 30	
Magazine	**W 18+**	**W 18-49**	**Daypart**	**W 18+**	**W 18-49**
BHG	$2.77	$4.21	DAY	$2.92	$ 5.33
FCR	2.50	3.88	PRIME	7.16	12.41
GDH	2.16	3.25	LATE	7.70	12.97
LHJ	2.41	3.86			
McC	2.89	4.43			
RED	2.96	4.13			
WDA	2.33	3.62			

Source: Magazines — costs: SRDS open rate
— audiences: MRI

Chart B

	Adults 18+	
	TV Only	**80% TV + 20% Magazines**
Total Reach	88%	94%
Total 2+ Reach	77	87
Total 3+ Reach	67	80

Source: Compton Estimates

Chart C

		CPM			
Demo	**Magazine**	**Magazine**	**Day**	**Prime**	**Late**
Working Women	Working Woman	$ 5.64	$ 13.95	$15.48	$20.71
Men 18+, $20M+, HOH, POM	Business Week	21.00	105.00	45.00	40.77

Source: Compton Estimates

Chart D

Medium	**Reach**	**Freq.**	**GRPs**	**Cost**
Magazines	75	2.9	215	$610M
Day Network	45	3.7	167	610M
Prime Time	40	1.4	55	610M
Late Night	29	2.1	60	610M

Source: Compton Estimates

Day and *Newsweek* deliver an adult 18 plus reach of 75 for $610M. One can not do nearly as well in tv — or any other medium. (Chart D)

Why is this so? Simply put, not everyone is a heavy tv viewer. As research has shown us time and again, there are significant sections of the population who are light viewers of television, but now are heavy readers of magazines (Media Imperative).

Reach and frequencies of television audience over a 4 week average appear to imply heavy reachability, but the true effect is, in actuality, somewhat less so.

Selectivity

Magazines allow advertisers to concentrate their efforts against select population segments. Of course, this is a logical benefit for speciality advertisers. Many products with upper income demographics (e.g. H.H. Income $50M plus, Professional/ Managerial) are already well aware of this and take great advantage of this exclusive magazine ability. However, other advertisers with universally appealing products should realize this as well. A product whose primary demographic is all adults (or all anything for that matter) should also, by definition (all adults), be concerned with these selective sub-population demographics. After all, upper income homes, executives, outdoorsmen and the like are all part of the total universe. Nor is it an acceptable counter argument that you must select either generic advertising or selective advertising because of limited budget constraints. The amount of money we're talking about just is not that great — while the potential payout is. This, of course, relates to another benefit of magazines the ability to define target markets minutely. TV research only allows for broadbased demographic definitions. With magazines, you can be as specific as you like in defining your target and monitor media delivery against it.

Flexibility

Magazines offer tremendous flexiblity. They come large and small: *Reader's Digest* has a 37 rating against Adults 18 plus, TVG delivers 31 rating points Also, they cover total U.S. or selected metropolitan areas.

Even those magazines that cover large geographic/demographic areas/ populations offer the ability to concentrate efforts against more selective areas of demographics. *Time Magazine's Time B* edition and *Newsweek's Newsweek Woman* edition are just two examples of this growing phenomenon, while *Parade Magazine* offers thousands of different buying opportunities. Even when the magazines themselves do not offer this degree of flexibility, other media services (as Media Networks Inc.- MNI) do.

Summary

There are many reasons to use magazines including: efficiency, reach, selectivity and flexibility. Each attribute, in and of itself, is reason enough to use magazines — in combination they are most persuasive. Of course there are other reasons — impact, awareness and creative flexiblity being three. In the next article, we will discuss yet other rationales for supporting magazines. ■

OUT-OF-HOME
by MARTIN J. MULLANY
outdoor manager,
McCann-Erickson, New York

The cliche as input

Sometimes working the out-of-home disk is like being in a cocktail party conversation: opinions are abundant but backup minimal.

Because of its relatively low usage level, more people know less about out-of-home than any of the other media forms. And some of them won't admit it. Consequently, there is often an abundance of cliches cluttering up the decision making process when out-of-home is on the table.

How do you spot an out-of-home cliche? Well, picture a *New Yorker* cartoon character with perfect poise and posture saying, "Actually . . ." But it's not that simple. One real clue is that following the cliche there is absolute silence from the speaker. After all, is there anything quieter than a vacuum? Here are a handful or so of the more common cliches which might serve as guideposts.

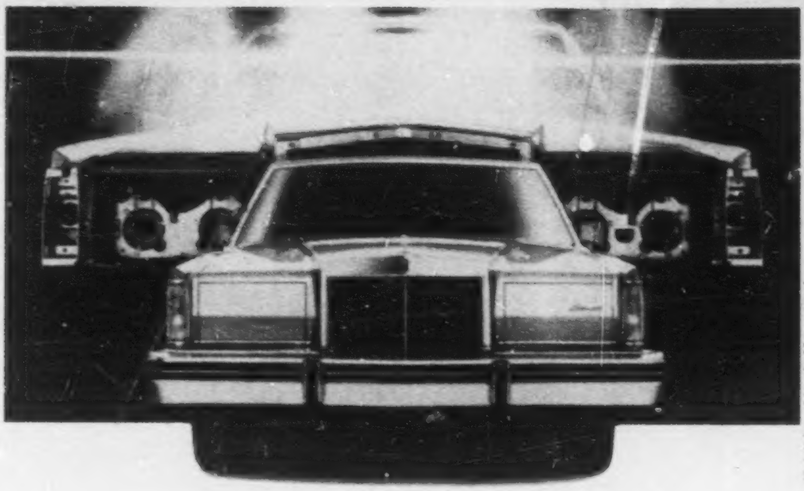
Probably the most hackneyed phrase voiced by those who know next to nothing about out-of-home media is: "*Los Angeles is a good outdoor market.*" This obvious and useless piece of information is usually announced early on in a meeting, before the subject of markets comes up and whether or not Los Angeles is on the market list. I guess it relieves the speaker from the responsibility of further input and is an attempt to establish some credibility should further input be unavoidable. It is safe to assume that the gratuitous use of this phrase exhausts the speaker's contribution potential.

Once in a while the unbelieveable happens, and someone inputs two cliches about out-of-home media. We've already gone through the probable first. The second usually is: "*Los Angeles is not a good transit advertising market.*"

Unlike the first instance, where the cliche was harmless, this one is dangerous because it can, if believed, limit media options. The speaker should be challenged.

Under hypnosis it will be revealed that the basis of this cliche was repeated exposure to Johnny Carson reruns. Years ago, Johnny routinely poked fun at the Los Angeles bus system . . . Ed laughed . . . The audiences loved it. Many easterners "deepened" their knowledge of Southern California.

The facts show a somewhat different situation. The Los Angeles Transit System has more buses than Chicago, and only a few hundred less than New York City. Users of this cliche should be checked for an experience level greater than having once been driven by parents through L.A. on the way to Disneyland.



Detail from Lincoln-Mercury ad.

Brand Report 77:

Automobiles

As car sales dwindle, competitive battles in Detroit continue to escalate. Rebates are out, warranty/maintenance programs are in and new product introductions are proliferating. To spread the word to potential consumers, automakers are looking to retail advertising in newsweeklies, newspapers and radio more than other media.

John G., owner of a car dealership in a small suburb outside of Philadelphia, watched the hands on his showroom clock methodically count down another day. Almost 7 p.m. and only one customer had shown up. A bad day, but nothing unusual.

U.S. automakers lost more than $4 billion in 1980 and $1.5 billion in 1981. But as car sales dwindle, competitive battles in Detroit continue to escalate.

In trying to break with new programs that will overpower their U.S. competitors and tackle the imports, auto manufacturers are looking to retail advertising as never before to get the message to consumers. In doing so, the most favored media these days are newsweeklies, newspapers and radio.

And because manufacturers need to be more highly attuned to the marketplace, the new name of the game is flexibility. Advertisers must be able to develop programs on shorter notice and revamp existing plans as necessary.

Notes Joseph Cronin, advertising manager for Dodge, "We put together our 5/50 program in about 45 days whereas in the past it probably would have taken much longer. Similar to what's happening with the airlines, we're continually changing our plans, depending on the marketplace climate and what our competitors are doing."

As a result of the perception that rebates are no longer effective in stimulating a soft market, manufacturers are trying new tactics — offering a mixed bag of extended maintenance and warranty programs on parts and service, cash bonuses and low interest financing.

The key word behind all of these packages is quality. Says Lincoln Mercury advertising manager John B. Vanderzee, "Similar to last year, the emphasis is on quality. But this time, instead of just talking about it, we're proving it by showing that we have the confidence in our products to back them for two to three years."

Lee Iacocca, chairman of Chrysler, takes a similar stance in his appearances in ads: "I've been saying all along that the cars the Chrysler Corporation makes are as good, if not better, than anything else coming out of America, Europe of Japan. Now we are proving we mean what we say. We are serving notice on the Japanese and the automobile builders of the world that Chrysler engineering stands for quality, durability and outstanding value, and we're prepared to back it."

With all the talk about quality, David Healy, analyst for Drexel Burnham Lambert thinks that Detroit still has a lot of convincing to do. Says Healy, "There's a perception lag. It will take awhile to persuade consumers on the quality issue, just like it took awhile for people to believe that Japanese cars had better quality."

Along with fighting the quality war, another problem car manufacturers are facing is the grim fact that people just aren't buying cars as often as they used to. According to the Motor Vehicle Manufacturers' Association (MVMA), the average life of cars on the road has increased to 6.5 years, compared to 5.5 years a decade ago.

Analysts agree that a major reason people are holding onto their cars longer is high cost. The average sticker price of a new car is over $10,000, compared to about $6,500 four years ago.

And the "pent-up demand" that manufacturers were counting on to turn the auto market around never really surfaced. "If the pent-up demand was there, it should have exploded by now. Where the hell is it?" asks Al Rothenberg, manager, media relations at the MVMA.

One theory behind the trickling car sales is that cars are no longer the status symbols they once were. Consumers now view cars as functional transportation rather than expressions of success in life.

Says one industry observer, "Cars were status symbols when they were the only major purchase a consumer made besides a home. Now they're in competition with any number of items, including home entertainment centers, computers and boats."

Of the people who are buying cars, there seems to be less concern with fuel efficiency than last year. One of the reasons is that the price of gas has stabilized and people have gotten used to paying a dollar or more a gallon.

David Healy agrees. In fact, today gas priced at $1.15 or less, seems like a real bargain compared to $1.50 a gallon a year and a half ago.

Because consumers are paying less attention to fuel efficiency, advertisers

Automotive media expenditures, 1981

	Magazines	Supps	Net tv	Spot tv	Net radio	Outdoor	Spot radio	Newspapers	8 media total*
General Motors Corp.	7,563.7	441.7	10,637.6	30.6	—	—	—	294.7	18,968.3
Buick	5,941.8	101.4	15,999.8	967.7	984.3	270.0	259.1	927.5	25,451.6
Cadillac	6,212.1	66.2	6,012.0	1,587.5	—	—	1,051.6	1,438.2	16,367.6
Chevrolet	17,045.3	1,177.5	39,663.9	2,004.5	117.4	2,557.8	15,366.7	10,774.1	88,707.2
Oldsmobile	7,778.2	—	12,005.1	2,810.3	433.8	75.7	3,160.1	1,626.2	27,889.4
Pontiac	4,763.4	—	24,689.5	4,704.2	893.4	46.9	128.8	711.8	35,938.3
Ford Corporate	4,075.5	—	15,145.3	1,439.5	2,686.2	—	1,237.1	2,596.8	27,180.4
Lincoln-Mercury	14,483.2	38.9	21,872.4	7,893.2	334.7	141.1	1,138.6	2,219.8	48,121.9
Ford Division	25,712.3	59.9	51,924.2	9,893.8	1,329.7	688.7	672.9	3,609.5	93,891.0
Chrysler Corporate	5,020.9	—	15,961.6	6,172.2	2,758.2	16.5	23,453.4	6,488.9	59,871.7
Dodge	9,572.6	—	8,782.9	3,252.6	—	66.6	1,643.7	4,353.1	27,671.1
Chrysler-Plymouth	7,500.5	—	24,716.2	6,099.2	318.2	70.4	2,450.3	6,970.0	48,124.6
American	9,346.6	—	5,963.5	11,032.4	—	7.7	236.4	666.9	27,253.5
Renault	5,839.0	—	2,951.9	5,216.6	—	2.3	—	199.1	14,208.9
Toyota	8,691.4	49.5	19,481.1	25,289.2	130.7	1,549.5	—	2,558.6	57,750.0
Nissan	8,241.7	151.2	15,140.4	12,946.4	—	700.3	7,573.9	3,866.9	47,520.8
Volkswagen	11,348.6	23.2	17,203.5	7,310.6	—	536.3	—	2,963.8	39,408.2
Honda	9,315.3	256.4	11,414.9	352.1	—	4.4	111.2	797.4	22,251.7

---

*Eight media totals are compiled from factory expenditures recorded in 1981
Leading National Advertisers (magazines, supps, network tv, spot tv, network radio, outdoor), Radio Expenditure Reports (spot radio) and Media Records (newspapers).

are taking note by placing less emphasis on miles per gallon.

Notes Robert J. Gillooly, national advertising manager for Ford Division, "I think that within certain segments the performance or excitement idea is coming back. A number of people who have been experimenting with small cars now have some different ideas. Some are looking for a bit more room. Others, a bit more excitement and style."

A slight move toward larger cars is also afoot. But manufacturers are well aware that consumer preferences are as changeable as the wind. And another gas shortage could bring back the surge for small cars. In the meantime, advertisers are baiting whatever segment of the market seems to be biting.

To lure convertible drivers back to the showroom, Chrysler is leading the way with a lineup of LeBaron and Dodge 400 models. Ford will follow suit with a Mustang convertible and General Motors will be introducing soft top versions of the Buick Riviera and Chevrolet Cavalier.

There's also a return to the muscle car era of the 1960s. The Ford Motor Company, for example, is putting a high-performance V-8 engine in its Mustang and Capri.

The light truck market is yet another area for potential growth. In an interesting juxtapositon of roles, the Big Three are entering a market originally created by Japanese manufacturers.

The new trucks are the Chevrolet S-10, the Ford Ranger and the Dodge Rampage.

Will the added variety in new car introductions and the sweetner of extended warranty programs help to stimulate a softening market?

Some analysts warily predict that sales will rise to 9.5 million in 1982, compared to 8.5 million last year. But David Healy is convinced the car industry won't really start turning around until the rest of the economy does.

Until that time, Lou Schultz, senior vp at Campbell Ewald, Chevrolet's agency, feels that "advertising should continue to be friendly and upbeat. Even though people might not be buying now, we don't want them to forget about us."

All advertising expenditures cited in this report reflect 1981 *factory* totals recorded in Leading National Advertisers (LNA), Radio Expenditure Report (RER) and Media Records.

General Motors

GM leads the way this spring with the largest number of introductions in its A and F car lineups.

Joseph Cronin, advertising manager for Dodge.

The A cars are the Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Ciera and Buick Century. The F's are the Chevrolet Camaro and Pontiac Firebird.

To encourage reluctant buyers and victims of sticker shock syndrome, the General Motors Acceptance Corporation has been offering a 12.8% "Let the good times roll" low interest rate program for car loans.

According to one source, GMAC will spend $10 million to advertise its interest rate campaign with up to 120 spots on network tv as well as spots on network radio. A print campaign will run in newsweeklies and in 312 newspapers nationwide.

To play up the safety of GM cars, the company has also been advertising the results of a recent Insurance Institute highway safety study. Ads headlined "GM Cars Rated Best" appear in newspapers and magazines.

Chevrolet

Of all the GM divisions, Chevrolet had the heaviest advertising expenditures, $88.7 million (8-media total), in 1981.

According to Lou Schultz, of Campbell Ewald, Chevrolet has been placing heavy advertising emphasis on its new Camaro, Celebrity and S-10 truck entries.

Advertising for the new 1982 Camaro is targeted at people with incomes of $25,000 plus in the 18-34 age group, heavily skewed to the younger end of the market. Notes Schultz: "Fifty percent of Camaro's buyers have been under 25."

To reach Camaro's target, Chevrolet is advertising on network tv during primetime and sports programing. Commercials also run on spot tv in 30 markets and on cable networks, including ESPN, USA, Hearst/ABC and MTV.

Chevrolet also advertises heavily on spot radio in the top 50 markets. For added reach to the youth market, the company sponsors two concert series on RKO titled the "The Hot Ones" and "Captured Live."

The tagline for Camaro, "Only it's shadow comes close," focuses on styling and performance.

Print ads appear in major newsweeklies. To reach women, a growing segment of the sports car market, ads are placed in *Cosmopolitan, Essence, Savvy* and *Working Woman.*

The Celebrity, Chevrolet's other new car entry, is an intermediate coupe. The Celebrity target is 25-44, family oriented, with incomes of $30,000 plus.

Commercials for the Celebrity appear on network tv during primetime and sports programing as well as on spot tv in the top 50 markets.

Full page print ads appear in newsweeklies.

The S-10 truck follows a similar network tv schedule and is also advertised on spot tv in over 30 markets.

According to Leading National Advertisers, in 1981 Chevrolet had significant expenditures in network tv ($39.7 million) followed by $17 million in magazines and $10.8 million in newspapers (Media Records). Next to Chrysler Corporate Division, Chevrolet had the second largest expenditure in spot radio, $15.4 million (RER).

Pontiac

After Chevrolet, Pontiac is the second biggest advertiser in GM's lineup. According to LNA, Pontiac spent $36 million (eight-media total) in 1981.

Although all the Pontiac models are advertised year round, the 1982 Firebird and the 6000, a new A car entry, have received the heaviest ad support of late.

In describing the two cars, Ted Miller, assistant advertising manager for Pontiac, says, "The 6000 is considered a family car. The front wheel drive gives it a feeling of roominess. And the notable absence of chrome, combined with a high rear, black tires and black highlights on the molding create a sense of international style."

On the other hand, the Firebird is anything but a family car. It has a streamlined look with a low front and concealed headlamps. Says Miller, "It's the most aerodynamically efficient production car GM has ever tested.

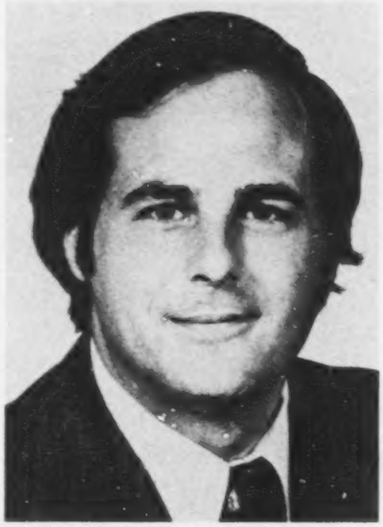
Historically, the market for the Firebird has been geared toward males. "It used to have a real macho look," says Miller. But to appeal to women as well as men, instead of machismo, Pontiac is playing up the car's "exciting style."

The target market for both the Firebird and 6000 are adults 21-44 with average incomes of $20,000 plus. Both cars are advertised on network tv during prime, scatter and news programing. Commercials also air on spot tv in the top 50 markets during fringe time.

The print schedule for the Firebird and 6000 consists of single and full page spreads in newsweeklies and business magazines such as *Time, U.S. News & World Report, Sports Illustrated, People, Fortune, Business Week* and *Forbes*. To reach car enthusiasts, the Firebird is advertised in buff books such as *Motor Trend, Car and Driver, Road & Track* and *Hot Rod magazine*.

> **"To appeal to women as well as men, instead of machismo, Pontiac is playing up the Firebird's exciting style."**

The head-on competitors to the Firebird are Camaro, Mazda and Datsun 280Z. However, the competition for the 6000 is a much broader category — all mid-size entries from low-to high-priced family cars.



Michael V. Howe, advertising manager for Chrysler-Plymouth

According to Leading National Advertisers, the majority of Pontiac's 1981 budget was placed in network tv ($24.7 million) followed by equal amounts ($4.8 million) in magazines and spot tv.

Buick

In an attempt to change its reputation from large to small, Buick introduced the Skyhawk, a front wheel drive compact and subcompact lineup, early this year. The Skyhawk is targeted at people aged 25-54, incomes of $30,000 with a heavy emphasis on young professionals.

Buick's other 1982 entry receiving heavy advertising support is the Century, a mid-sized A car with front wheel drive.

According to Harry Grusche, senior vice president, management supervisor at McCann-Erickson, Buick's heaviest ad expenditures are in network tv ($16 million, according to LNA) followed by magazines ($6 million).

To reach women, estimated to be a large percentage of Buick owners and principal drivers, ads are placed in an extensive list of magazines. These include *Better Homes & Gardens, Bon Appetit, Gourmet, Self, Southern Living, Sunset, Town & Country, Vogue* and *Working Women*.

Oldsmobile

Oldsmobile's 1982 lineup consists of a mixed bag of shapes and sizes. Full sized versions of the 98, 88, Toronado and Cutlass Supreme were introduced in September, and a remodeled Omega was brought out in November.

The two most recent entries, however, are the Cutlass Ciera, a scaled down front wheel drive version of the Cutlass Supreme and the Firenza, a sporty subcompact J car.

The target audience for the Firenza is the 25-44 age group with incomes of $25,000 plus. The Ciera appeals to a slightly older crowd, 30-54, in the same income bracket.

Oldsmobile's 1981 advertising expenditures were heavily in network tv ($12 million) followed by $7.8 million in magazines $2.8 million in spot tv. In spot radio, $3.2 million was spent, according to RER.

According to John Hamill, advertising director, Oldsmobile's network tv schedule is 70% in primetime and 30% in news programing. The print campaign for Firenza includes *Life, Time, People, Sports Illustrated, U.S. News & World Report, The New Yorker, US*, and *Business Week*.

To convey Oldsmobile's quality image to the small car buyer, the Firenza tagline reads, "It's what a small car can be when its an Oldsmobile."

Cadillac

"To reach targeted audiences for both the Cimarron and the Seville, Cadillac uses a narrowly defined rifle approach to its media selection as opposed to a broad-based shotgun." So says Frank Cadicamo, assistant director of merchandising, advertising and sales promotion for Cadillac.

Cadicamo explains: "Cadillac's print campaign for specific car lines is closely matched to selected magazine audiences. The Cimarron, for example, marketed to people in their late 30's to early 40's with incomes of $35,000 plus, is advertised in *Architectural Digest* as well as buff books such as *Road & Track*, and *Car and Driver*.

The Seville, targeted to an older crowd (late 40's to early 50's with incomes of $75,000 plus) is advertised in *Palm Spring Life* and *Avenue Magazine*.

Cadillac also advertises in newspapers in the top 15 markets as well as on network tv news and selected sporting events such as the Master's Golf Tournament. Cadillac spent a total of $16.4 million in advertising, with a balance of $6.2 million in magazines, $6 million in network tv and $1.6 million in spot tv, according to LNA, RER and Media Records.

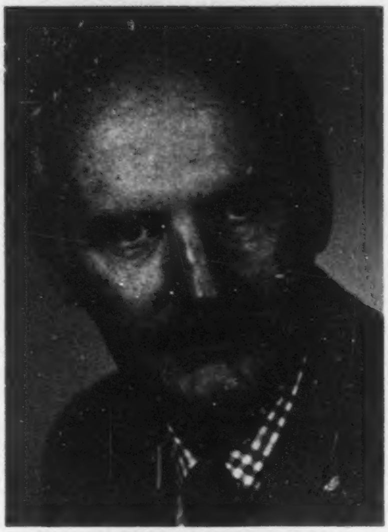
Ford

Although the Ford Motor Company recently switched its corporate slogan — "At Ford quality is job one" — over to its Lincoln-Mercury division, the second largest U.S. automaker has not given up on its commitment to quality.

The company's new campaign, taglined, "There's a Ford in your future," is also designed to emphasize Ford's push for quality. Introduced in mid-February, this campaign runs in newspapers, magazines and on spot tv in selected markets.

To further promote Ford's quality message and encourage reluctant buyers to reach for their checkbooks, the company is offering a special program that combines warranty and rebate incentives. A two-year, 24,000 mile free maintenance warranty is offered on most of Ford's non-luxury models, along with a 5% cash rebate. The luxury cars have a three-year, 36,000 mile warranty along with a 5% cash rebate.

Ford corporate division spent a combined eight-media total of $27.2 million in 1981, with heavy expenditures of $15.1 million in network tv, according to LNA.



Robert J. Gillooly, National Advertising Manager, Ford

According to Robert J. Gillooly, Ford Division's National Advertising Mgr., the company's current advertising campaign focuses on the Ford Care warranty protection and 5% rebate program.

The Ford campaign is advertised on network tv during primetime, sports and magazine format progams. It also runs on radio and in magazines, but tv receives the heaviest emphasis.

Ford's new product offering include high-performance "muscle car" versions of the Mustang and Capri with V-8 engines. Also new is the Ranger, a small truck designed to compete with the imports, and the Chevrolet S-10 and the Dodge Rampage.

According to Leading National Advertisers, Ford's 1981 expenditures were heavily concentrated in network tv ($52 million), magazines ($25.7 million) and spot tv ($9.7 million).

Lincoln-Mercury

According to John B. Vanderzee, Lincoln-Mercury advertising manager, most of L-M's ad dollars are being spent to promote its warranty and cash bonus programs as opposed to specific product lines.

This campaign will run through early June on network tv during primetime and sports programing, on network radio, and in newspapers in the top 50 markets.

In the third quarter, Lincoln-Mercury will go back to traditional product campaigns for the Lynx, Continental, Capri and Marquis, and the media emphasis will switch from newspapers back to monthly magazines.

Leading National Advertisers reports L-M's media expenditures for 1981 were concentrated in network tv ($21.9 million), magazines ($14.5 million) and spot tv ($7.9 million).

Chrysler

The company that seemed destined to die three years ago is beginning to breathe new life into its system. A combination of ingredients, including government aid, fancy financial footwork, improved productivity, rebates and successful product lines have helped Chrysler cut its break-even point in half during the past 18 months. Ward's Automotive Report singles out Chrysler as the only domestic automaker to post an increase in sales in 1981. The company's market share rose to 11.8%, up from 10% in 1980.

To ensure that Chrysler stays on the right track, chairman Lee Iacocca is back on television screens across the country advertising Chrysler's new five year/50,000 mile warranty on the engine and drive train of all front wheel drive cars and trucks, including free scheduled maintenance. Body parts are also insured against rust.

According to Joseph Hickey, manager, Chrysler corporate advertising, "The 5/50 program was introduced in early April with a heavy blitz campaign on network tv, spot tv in ten markets and spot radio in 35 markets during drive time.

Chrysler's print campaign runs in newspapers and major newsweeklies such as *Time, U.S. News & World Report, Sports Illustrated, People* and other upscale publications.

Hickey says the 5/50 campaign will be integrated with new product advertising in May and June, when corporate advertising will gradually taper off.

Eight-media advertising totals indicate that Chrysler spent $59.9 million on corporate advertising in 1981. Significant spending in spot radio ($23.5 million) to advertise the Chrysler rebate program reflects the heaviest expenditure in this category of any automobile advertiser. Media Records reports $6.5 million in newspaper expenditures for the Chrysler corporate division.

Chrysler-Plymouth

This paper towel contains enough fuel to run a Rabbit one half mile.
Nothing else is a Volkswagen.

Seventy percent of VW's target audience have college degrees.

Along with the 5/50 warranty protection plan, the Chrysler-Plymouth division will be heavily advertising its new car entries in May and June.

According to Michael D. Howe, advertising manager, "For the past few years Chrysler made a lot of changes that people couldn't really see, such as in fuel efficiency and overall technology. Now the trend is to play up things that are more apparent such as excitement and fun to drive.

Along these lines, says Howe, "The LeBaron convertible was used as a teaser to get people back into the showroom and get them interested in the whole LeBaron lineup."

Chrysler-Plymouth will also be introducing its first front wheel drive station wagon, the Town and Country, targeted to an upscale suburban market. Another new entry is the Plymouth Turismo, a sports car that competes with the Mustang and Firebird.

According to LNA, RER and Media Records, the Chrysler-Plymouth Division spent $48.1 million (eight-media total) with heavy expenditures in network tv ($24.7 million), newspapers ($7 million) and spot tv ($6.1 million).

Dodge

Dodge's new product entries for 1982 are the Dodge 400 convertible, the Charger 2.2, the Rampage truck and dressed up versions of the Omni and Aries.

To keep pace with the highly volatile car market, the Dodge advertising department is constantly revising its strategy and media plans. According to Dodge advertising manager Joseph Cronin, the weight of tv to magazines changes depending on the type of program Dodge is offering. Television advertising for the 5/50 program includes network tv and spot buys during primetime. Commercials also run on ESPN and WTBS, and on spot radio.

Dodge also places heavy advertising emphasis in print. Says Cronin: "We

---

By the time you read this ad most 30 second TV commercials are a fleeting memory. While *Outdoor Advertising* works for you all day, every day for 30 days. For about the cost of two prime time network spots per week running over four weeks,

THE 30 SECOND COMMERCIAL VS. THE 30 DAY COMMERCIAL.

Outdoor Advertising will reach 73% of adults with a 7.2 frequency in the top 100 Metro markets.* So to find out how far a little of your TV budget can go in your key markets contact the Institute of Outdoor Advertising at (212) 986-5920.

*Source: Media Cost Guide, 4th Qtr., 1981

INSTITUTE OF OUTDOOR ADVERTISING IOA When people go buy, Outdoor sells.

485 Lexington Avenue, New York, N.Y. 10017

"My Ad Paid For Itself In 10 Days."

"I have long believed that the best advertising medium for ARCsoft would be a consumer-oriented, newsstand type computer magazine.

When McGraw-Hill announced Popular Computing, I began advertising in the first issue.

Within 10 days I had recovered my investment. Subsequent orders have convinced me that I can *triple my money* each month with my Popular Computing ad."

Tony Curtis, President
ARCsoft Publishers

POPULARIZE YOUR AD.

Get the full story from your nearest Popular Computing representative. Or call Tom Harvey, Advertising Director, at **603-924-7123.**

NATIONAL ADVERTISING SALES REPRESENTATIVES: HAJAR ASSOCIATES

NORTHWEST
(415) 964-0706
Hajar Associates
1000 Elwell Ct.,
Suite 227
Palo Alto, CA 94303

SOUTHWEST
(714) 540-3554
Hajar Associates
3303 Harbor Blvd.,
Suite K-4
Costa Mesa, CA 92626

MIDWEST
(312) 966-0160
5225 Old Orchard
Road, Suite 50
Skokie, IL 60076

NORTHEAST
(617) 444-3946
Hajar Associates
280 Hillside Ave.
Needham Hts, MA 02194

SOUTHEAST
(305) 886-7210
Hajar Associates
1220 Prairie Lane
Apopka FL 32703

MID ATLANTIC
(201) 741-7744
321 Broad St.
Red Bank, NJ
07701
New York, NY
(212) 682-5844

POPULAR COMPUTING
McGraw-Hill
P.O. Box 397, Hancock NH 03449

target very closely by matching magazine audiences with specific car profiles." For example, the Omni, which Dodge considers a good economy buy with excellent fuel efficiency, is advertised in *Money* magazine. And to reach highly educated upscale readers, the Dodge 400 series is advertised in *Science Digest*.

Since the 5/50 program has been receiving special emphasis, Dodge advertises this package in newsweeklies as an efficient way to get the message to consumers as quickly as possible.

In aiming to use magazines with short closing dates, Dodge has almost entirely dropped monthlies from its schedule for the time being.

According to LNA, RER and Media Records, Dodge spent $27.7 million in 1981 (eight-media total) with $8.8 million in network tv, $9.6 million in magazines and $4.4 million in newspapers.

American Motors

With shares totaling 46.5%, Renault Motors continues to be AMC's largest stockholder. However, despite Renault's significant holdings, company sources insist that the French automaker has no intention of purchasing American Motors.

Both companies claim to have a friendly partnership that combines the best of both worlds — Renault's technology and American's manufacturing and distribution facilities.

AMC/Renault's most rercent car introduction was the Renault Fuego, a front wheel drive sports car that is touted as a less expensive competitor to the Porsche S84 and the Datsun 280Z.

According to Gene Richmond, manager of marketing development for AMC, the target audience for the Fuego is males 25-44 with incomes of $25,000 plus.

Fuego's media schedue includes network and spot tv in the top 25 markets. The print schedule includes *Newsweek, Time, Sports Illustrated, Scientific American, Science 82, Psychology Today, Money, Architectural Digest, Popular Photography, Omni, Car and Driver* and *Road & Track*.

> **"For the past few years Chrysler made a lot of changes that people couldn't really see, such as fuel efficiency . . ."**

CAMARO
PRICED TO HAVE THE COMPETITION CHASING SHADOWS.

Advertisements for the Camaro are heavily skewed to youth.

According to Richmond, advertising expenditures were up 8% to 9% this year over last. American Motors spent $27.3 million in eight-media advertising while Renault spent $14.2 million (LNA, RER, Media Records).

Imports

Despite Detroit's highest hopes, the voluntary import quotas placed on Japanese cars last year seemed to have little effect.

Imports are grabbing 27.25% of the domestic car market, compared with 18.26% five years ago. Although a both imports and domestic automobiles dropped 1981, the decline for Japanese manufacturers was signifcantly less.

To further expand their 24% share of the U.S. market, Japanese manufacturers are venturing into the more upscale sport and luxury car markets. Some of the new Japanese introductions come fully equiped with powerful engines, the latest electronic technology and highly stylized bodies.

Nissan's streamlined 280Z does much to extend the company's "econobox" reputation. And Toyota's Cressida is predicted to cut heavily into both American and Euopean luxury market sales.

WE'RE THE DRIVING FORCE IN BUFFALO.

THE NEWS IS NUMBER ONE IN AUTOMOTIVE ADVERTISING

Buffalo ranks second in the Northeast in per capita automotive sales.* And in Buffalo, The News is the clear leader in automotive advertising, with a 64% daily share of field.**

We also dominate in daily readership, with 650,000 total readers. That's nearly 300,000 more than the second paper.***

And Sunday is the best News of all. We're one of the fastest growing major Sunday newspapers in the country. In the past year we've added 9,247 new subscribers.****

When Buffalonians search for the car of their dreams, chances are they check The News. Seven days a week.

THE BUFFALO NEWS

One News Plaza•Buffalo, N.Y. 14240•(716)849-3422
Hugh G. Monaghan-General Advertising Manager
Represented nationally by Story & Kelly-Smith,
American Publishers' Representatives, Ltd., and
The Leonard Co.

*Source: Sales and Marketing Management, Survey of Buying Power, 1981. **Source: Media Records, Dec. 1981. ***Source: Three Sigma '80. ****Source: ABC FasFax for the six-month periods ending March 31, 1982 and March 31, 1981.

Although Mazda and Subaru were the only two Japanese manufacturers to report slight gains in sales, low eight-media advertising totals did not warrant their coverage in this report.

Toyota

The number one seller of Japanese cars holds 25% of the import market.

According to Warren E. Christell, vp marketing, Toyota's heaviest advertising support focuses on the Supra and Celica. Both models are advertised on network and spot during primetime programing as well as in radio and print.

The print campaign for both cars is in the major newsweeklies, which appeal to broad audiences. They're also in general consumer and buff books. Advertising for the Supra, voted by *Motor Trend Magazine* as Import Car of the Year, features this car as Toyota's flagship image leader.

The Tercel and Corolla,considered Toyota's bread and butter economy cars, also have a strong advertising presence in all the major media.

Toyota's "Oh what a feeling!" theme, for the past two years, continues to be the company's advertising umbrella for both corporate and product campaigns.

Toyota spent $57.8 million (eight-media totals) in 1981 with major emphasis in spot tv ($25.3 million) and network tv ($19.5 million), according to LNA. According to Media Records, factory dollars in newspapers were $2.6 million.

Nissan

Nissan Motor Corporation (Datsun) has high hopes for its most recent entry in the small car market, the Sentra. Heralded for its fuel efficiency and low cost, the front wheel drive Sentra is said to get 43 miles per gallon in city driving and 58 miles per gallon on highways.

Nissan is advertising the Sentra in a six month introductory blitz on network and spot tv during primetime and special programing. "You need this car!" is the tagline in 30- and 60-second spots, all of which end with the "We are driven!" theme.

The ad campaign for Sentra also runs on spot radio in selected key markets and in print and outdoor. Print ads appear in newsweeklies and special interest publications such as *Psychology Today*, *People* and *Metropolitan Home*, and in a variety of sports publications and buff books.

To reach women, Nissan places ads in *Ms.*, *Savvy* and *Working Woman*.

The Nissan Sentra, which replaces the Datsun B210, reflects Nissan's ongoing effort to phase out the Datsun name on all its cars by 1984.

Nissan spent $47.5 million (eight-media total) on advertising in 1981. Heaviest expenditures were in network tv ($15.1 million) and spot tv ($12 million), according to LNA. Media Records reports $3.7 million factory dollars in newspapers. RER reports $7.6 million in spot radio. This reflects the largest spot radio expenditure of the top four import advertisers.

Honda

In an attempt to discourage the growing tide of resentment against Japanese entrepreneurs, Honda is spreading the word that it is not just another import ready to pull the plug

In Syracuse, buy two champagne drinkers, get one free.

#40
Largest
Champagne Market

Champagne is one of the fastest growing wine categories in America. And in Syracuse it's moving especially fast — because Syracuse buys 7½ cases of champagne and sparkling wine for every 100 people, while the average market buys 5.* That means your ad reaches so much more spending power in Syracuse it's like getting one champagne drinker free for every two you pay for.

What's the best way to reach this profitable audience? Only The Syracuse Newspapers can promise you the kind of coverage you need. The Syracuse T.V. audience is fragmented by one of the highest cable penetrations of any major market. And magazines can't come close to the coverage we offer. What's more, we have two new studies that prove it. Just call Dave Kaczorowski at 315-470-2085 for more information about opportunities in the Syracuse Market.

*Source 1981 Wine Marketing Handbook

Syracuse. More than you bargain for.

The Syracuse Newspapers

Herald-Journal
Herald American
The Post-Standard

Represented Nationally by Newhouse Newspapers

Ford's high performance Mustang is touted as the muscle car of the 1980s in newsweeklies and women's books.

on the American economy. A recent corporate campaign publicizing the news that Honda will be building its first U.S. plant, employing over 1,500 workers, is being projected in print.

Full page ads appear in *The Wall Street Journal, Christian Science Monitor*, New York *Times*, Los Angeles *Times* and the Washington *Post*. The campaign also appears in newspapers in Marysville, Ohio, the area surrounding the projected plant.

Apart from the corporate campaign, 55% of Honda's advertising budget is spent in primetime network tv, which reaches a broad mix of American consumers, with a greater emphasis on females. Other selected programing is NFL Football and CBS Sports, geared to males.

Forty per cent of Honda's ad budget goes into print. Ads appear in newsweeklies, monthlies and buff books.

Although company sources claim that Honda's total ad expenditures are in the $25 million range, LNA, RER and Media Records report eight-media totals at $22.3 million, with significant expenditures in network tv ($11.4 million) and magazines ($9.3 million).

Volkswagen

The higher a person's level of education, the more likely he or she is to purchase a Volkswagen. So says Robert Rees, executive vice president at Doyle Dane Bernbach, the German automaker's U.S. agency.

According to VW statistics, 70% of the car manufacturer's target audience is comprised of college graduates; 30% have post-graduate degrees.

The car receiving Volkswagen's heaviest advertising support is the Rabbit. Having recently reduced the price of this car from $6,615 to $5,990, Volkswagen is spreading the word in network and spot television, and in print.

VW ads appear in such newsweeklies as *Time, Newsweek, U.S. News & World Report* and *Sports Illustrated*. The company also places full page ads in a long list of newspapers nationwide.

According to Rees, VW's media mix is 60% to 70% tv and 30% to 35% print, but these percentages will change as the advertising campaign goes more heavily into print, especially newspapers.

Volkswagen spent $39.4 million (eight-media total) in 1981 with the heaviest expenditures in network tv ($17.2 million) and magazines ($11.3 million) accordinng to LNA. Media Records lists $3 million factory dollars in newspapers.

Madeleine Dreyfack

Discover Columbus . . .

an area of growth, innovation and progress

While most areas in the Northeast quadrant of the United States are losing population to the Sun Belt, Columbus, Ohio is growing.* What's more, Columbus' fortunes do not rise and fall with a single particular industry. Our steady, healthy economy reflects a balanced blend of commerce and industry, education, research and agribusiness.

Some of America's top companies like American Electric Power, parent company of the nation's largest family of electric utilities; Nationwide Corporation; Borden, Inc.; and Ashland Chemical are headquartered in Columbus. And new firms are moving in at a brisk pace.

Columbus is strong in many areas that may surprise you. But the real excitement is that The Columbus Dispatch and Citizen-Journal cover this energetic, developing market with 61% coverage of all adults each weekday.**

Sources: *Survey of Buying Power
**Belden CMS, 1981

The Columbus Dispatch
Evening and Sunday
Columbus Citizen-Journal
Morning

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Decisions exclusive: **NATIONAL NEWSPAPER DOLLARS**

WANT AD WEEK
THE ADVOCATE
Clapes budget at $95.1 million, up 9.6%

1981 brand leaders in newspapers

For newspapers, 1981 was another year of growth. The recession year spawned another jump in use of coupon advertising, including a big increase in co-op couponers. Brands that led the list in expenditures were Ford, Eastern Airlines, Merit cigarettes, and Valassis among the couponers — and those were the categories in which advertisers invested the most in national newspaper space. New giant newspaper advertiser was Barclay cigarettes. Grand total for 1981 was $2,556,250,000 — up 17%.

1981 brand leaders in newspapers

National newspaper advertising dollar volume rose another 17% in 1981 — following a year in which volume was up 13%. And it was up 17% the year before that. Volume continues to rise at a rate faster than inflation in the cost of newspaper space. So this represents a continuous increase in not only expenditure but use of newspaper units by national advertisers.

The total figure for 1981, as measured by Media Records, Inc., again ran well past the $2 billion mark — hitting $2,556,250,000 in 1981. In 1979, the Media Records estimate was $1,950,374,000 and in 1980 it was $2,184,126,000.

The leading categories continued to be automotive, tobacco, transportation, foods and publishing.

The data that follow are published exclusively by *Marketing & Media Decisions* under an arrangement with Media Records. What we show, however, is just the tip of the iceberg — activity among the leaders and the summaries of expenditures by classifications and by the leading 100 corporate spenders in national newspaper space.

The full report is available from Media Records, 370 Seventh Ave., New York, N.Y. 10017 for $875. Product classification reports range from a high of $255 for a complete class breakout (foods, for example) to $90 for a food sub-class.

The report is presented in four parts in one volume: classification totals; 100 leaders with corporate totals; 100 leading companies, with brand breakouts; and individual brand breakouts within classifications.

Cigarettes

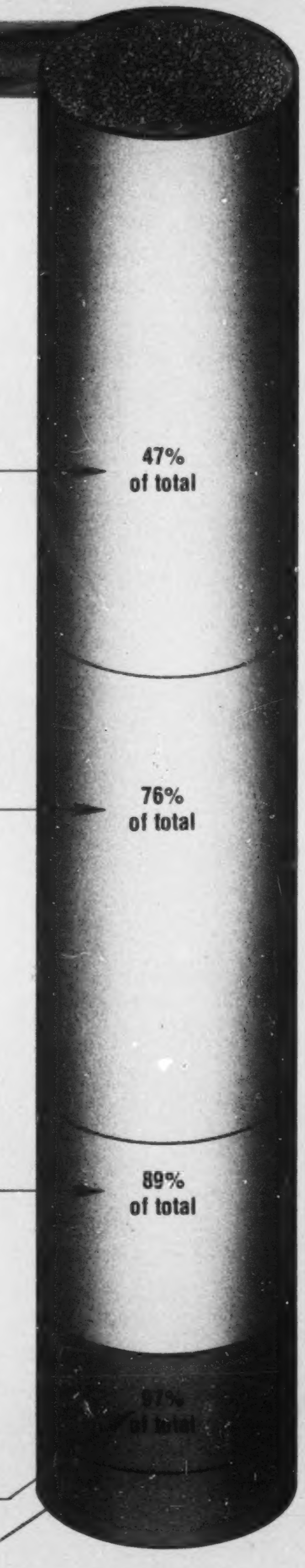
Individual cigarette brands were again the largest brand spenders in national newspaper space.

The chart at right shows the extent to which the marketplace is dominated by the advertising of a few brands. Five spend 47% of the dollars in newspapers. Ten spend over three-quarters of the ad dollars.

Merit moved to the top of the pile this year with a $38.1 million investment, followed by Barclay, a new entry, that papered its introduction with

Cigarette brand expenditures in newspapers — 1981

1.	Merit	$ 38,133,000
2.	Barclay	34,917,000
3.	Winston	29,171,000
4.	Vantage	28,514,000
5.	Kent	27,369,000
	Top-5	$158,104,000
6.	More	$ 24,153,000
7.	Salem	22,311,000
8.	Now	18,025,000
9.	Marlboro	16,731,000
10.	Camel	14,566,000
	Top-10	$253,890,000
11.	Cambridge	$ 13,382,000
12.	Carlton	10,321,000
13.	Benson & Hedges	7,032,000
14.	Golden Light	6,671,000
15.	Virginia Slims	6,464,000
	Top-15	$297,760,000
16.	Newport	$ 6,070,000
17.	True	5,409,000
18.	Kool	4,821,000
19.	Triumph	4,340,000
20.	Raleigh	3,669,000
	Top-20	$322,069,000
	Other	11,239,000
	TOTAL TABBED	$333,308,000



$34.9 million. In third place was Winston, with almost $29.2 million in Media Records measured newspapers.

Perhaps the most interesting cigarette advertiser, however, was Camel — the comeback brand. Camel plunked $14,566,000 in newspapers in 1981. R. J. Reynolds gave its old brand the new product treatment, rolling it out with a variety of lights, longs, 100's and combinations of all of these.

Passenger cars

The embattled automotive advertisers stayed with newspapers as a principal medium in 1981 — some more than others. The chart on this page shows total dollars — and how that breaks down into contributions in "factory" dollars, dealer association expenditures, and amounts antied-up by the dealers. There are some interesting differences.

Of the big three, Chrysler was most outgoing in expenditures of its own dollars. Then came Chevrolet; then Ford. Half of what was spent to advertise Ford cars in newspapers in 1981 was put up by the dealers. Chevrolet dealers put up almost half. Chrysler dealers only put up 30%.

Compared to last year, Ford jumped ahead of Chevrolet in total dollars. Chrysler continued to be a poor third. Other Detroiters who picked up half or more of the newspaper auto advertising were Mercury, Plymouth and Lincoln. The dealers stood the bill in newspapers to a greater extent in hopes of moving a glut of new Cadillacs, Dodges, Olds, Pontiacs and Buicks.

The most advertised import in newspapers was Toyota at $11.2 million — with 61% of that contributed by local dealers. Datsun was backed with $8.8 million in newspapers; Peugeot by $7.6 million; Triumph by almost $7 million. In Peugeot's case, only 7% came from local dealers.

Volkswagen dropped to 13th place as an automotive newspaper advertiser — at $5.8 million, over half factory dollars supporting its new manufacturing facilities in the U.S. In contrast, Honda — still suffering from import restrictions while its first U.S. manufacturing facility was being developed — held newspaper ad dollars in 1981 to $4.8 million, 76% of that in local dealer expenditures.

How auto dealer strategy affects newspaper spending

	Newspaper dollars	% factory	% dealer assoc.	% local	% pick-up & camper
1. **Ford**	$ 28,820,000	27%	20%	50%	3%
2. **Chevrolet**	27,515,000	40	5	48	7
3. **Chrysler**	16,325,000	66	4	30	—
4. **Cadillac**	13,522,000	10	3	87	—
5. **Dodge**	11,231,000	39	6	44	11
6. **Toyota**	11,227,000	23	4	61	12
7. **Oldsmobile**	9,785,000	16	23	61	—
8. **Datsun**	8,822,000	41	6	37	16
9. **Peugot**	7,573,000	92	1	7	—
10. **Triumph**	6,973,000	2	—	98	—
TOP 10	**$141,793,000**				
11. **Pontiac**	5,950,000	12	6	82	—
12. **Buick**	5,861,000	16	11	73	—
13. **Volkswagen**	5,811,000	51	8	26	15
14. **Honda**	4,792,000	16	8	76	—
15. **Mercury**	4,619,000	50	19	31	—
16. **Lincoln**	4,077,000	54	15	31	—
17. **Volvo**	3,472,000	65	5	30	—
18. **Plymouth**	3,442,000	77	7	9	7
19. **Fiat**	2,295,000	75	2	23	—
20. **Mercedes**	2,081,000	25	—	75	—
TOP 20	**$184,193,000**				
21. **Saab**	1,862,000	77	6	17	—
22. **Jaguar**	1,789,000	61	15	24	—
23. **Subaru**	1,090,000	25	14	61	—
24. **Renault**	763,000	26	31	43	—
25. **Porsche**	640,000	57	5	38	—
26. **Rolls Royce**	267,000	70	—	30	—
TOP 26	**$190,604,000**				

Source: Media Records, 1981.

Note: Ford & Chevrolet spend 30% of total

Airlines

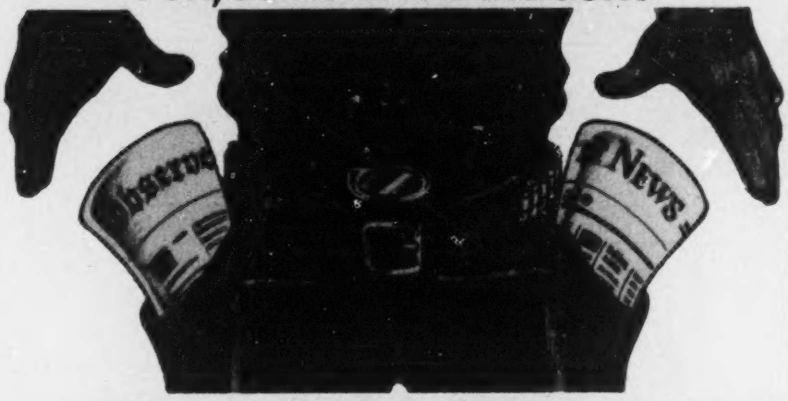
The battle for supremacy among the airlines kept newspaper expenditures high. The same three airlines were the big investors in newspapers in 1981, as in 1980. Their combined investments in newspapers rose from $57 million to $64.5 million in 1981 in behalf of both their domestic and overseas services.

Eastern replaced Delta as the biggest spender, but these two, along with American, continued to be the big three in newspapers. Of this three-leader total by far the largest percentage was in behalf of domestic flights.

Food

Advertisers of several categories of food products continued to rely heavily on newspaper advertising. The categories highlighted in Media Records data included: bakery goods (spending over a million in that category were Nabisco and Pepperidge Farm); food beverages (the millionaire coffee advertiser in newspapers was Maxwell House in 1981); cereals (Kellogg spent $2,457,000 — much of it behind the new Nutri Grain line); condiments (Kraft and Seven Seas with over a million there); confectionary/snacks (former advertising hold-out Hershey with $1,233,000); dairy products (Kraft with over $1 million); miscellaneous foods (Kraft again with over $1 million); fruits/vegetables (Del Monte was the millionaire newspaper investor); meats/fish/poultry (Hormel topped the list at $3,328,000); prepared dishes (Chef-boy-ar-dee is the big spender at $554,000 in news-

WHATEVER AUDIENCE YOU'RE SHOOTING FOR, GO WITH THE BIG GUNS



The simple truth of the matter is this: No matter what audience, what demographics, what market group you're trying to reach in the Carolinas, the big guns in this active marketplace are The Charlotte Observer and The Charlotte News. No other media come close to reaching the over-$15,000 and over-$20,000 income groups as effectively and in as much depth as these two newspapers. Or as economically.

And with area unemployment that's slightly more than half the national average, it's a stable, consistent market as well.

For all the facts, figures, demographics and information about the Charlotte metro, PMA, SMSA and ADI market areas, contact Gene Williams, Vice President and Advertising Director.

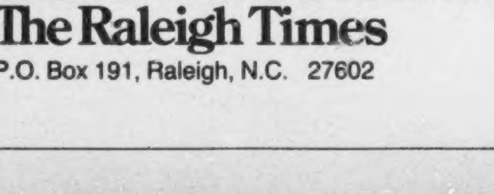
He'll show you how to hire the biggest guns in the territory without blowing your bankroll.

THE CHARLOTTE NEWS
The Charlotte Observer
Post Office Box 32188, Charlotte, NC 28232 704/379-6900

LIQUOR
Advertising Now Accepted!

Include this market in your Fall and Holiday schedules! Coverage is concentrated in Raleigh and Wake County but extends to the North Carolina coast. For more information contact the nearest Branham Newspaper Sales office or call the News and Observer / Times direct: (919) 829-4621.

Untapped coverage you couldn't buy for over a century...



N&O
RALEIGH Times
The News and Observer
The Raleigh Times
P.O. Box 191, Raleigh, N.C. 27602

papers); shortenings/oils/margarine (top spender Parkay in 1981 at $442,000).

Biggest spender overall was Kraft, with an investment in newspapers of $4,574,000 in three categories. Next biggest newspaper user was Hormel at $3,328,000.

Radio/tv stations, magazines

The media continued to be big users of newspapers in the pursuit of viewers, listeners and readers. Home Box office moved up as a newspaper user, but it did not displace NBC, ABC and CBS as the top newspaper advertisers in 1981. NBC stayed at the top of the list. CBS alone upped dollars.

Among the magazines, *Time, Sports Illustrated* and *Newsweek* were top newspapers spenders for the second year in a row — in the same order — all three with bigger budgets in 1981. The biggest increase was racked up by *Newsweek,* although it continued in third place as a newspaper spender.

Radio/tv sets, etc.

Advertisers of tv and radio sets that were ahead of the pack in newspapers were the same trio as in 1980: RCA, Zenith and Sony. Zenith moved up from third to second place, but dollar investments of each of the big three were not that different in 1981 — reflected mostly increases to meet inflation in newspaper pricing.

Similar increases for the top two book advertisers were recorded: Time-Life and Book-of-the-Month, but Simon & Schuster tripled its newspaper budget in 1981 to displace Doubleday as number three.

Mail order and couponers

1981 was a big year for mail order advertisers. Two of the long-time leaders in use of newspapers to sell by mail increased budgets considerably: Franklin Mint went to over $9 million in newspaper; Mail Box U.S.A. went to over $4.6 million. New to the top three list was International Monetary Mint, with a $2.5 million budget.

The couponers rose to new highs in newspaper dollars, with the same three spending the most. Valassis almost doubled its dollars from $13.5 million to $23.4 million. Blair Inserts jumped from $11.7 million to $21.7 million. Sunday Comics Corp. jumped from $10.7 million to $12.5 million.

Top brand spenders in national newspaper space

- **Leading classifications in national newspaper spending**
- **The three brands spending the most in these classifications**
- **Dollar investments for 1981, 1980, 1979, 1978, 1977**

The data that follow have been extracted from Media Records 1981, four-part National Newspaper Advertising Investments report. Part 1 shows national advertising investments in Media Records product classifications. Part 2 ranks the top 100 National newspaper advertisers by corporate name. Part 3 breaks down these numbers by brands or services of the top 100 corporations, plus the newspaper expenditure for each product or service. Part 4 shows brands and products arranged alphabetically in each of the classifications presented in Part 1.

The figures for total advertising by classification have been projected to national totals. Not so with the numbers for individual brands. The latter are based on the Media Records sample of observed usage of newspapers, projected to the leading 125 markets that account for an estimated 82% of the total U.S. national newspaper advertising volume.

From Part 4 (classification by brand) we have determined the top three brands and in the following tabulation show their investments for the past five years.

	1981	1980	1979	1978	1977
Airlines					
Eastern	$23,070,000	$19,814,000	$12,416,000	$11,081,000	$11,404,000
Delta	21,322,000	20,133,000	17,915,000	15,977,000	14,659,000
American	20,133,000	17,158,000	12,696,000	10,204,000	11,829,000
Aluminum/paper products					
Kleenex	1,062,000	574,000	312,000	520,000	385,000
Reynolds	586,000	296,000	205,000	20,000	401,000
Ziploc Bags	535,000	342,000	58,000	158,000	15,000
Amusements					
Paramount	838,000	1,290,000	1,187,000	236,000	36,000
Disney	602,000	360,000	342,000	239,000	399,000
Hershey Park	357,000	196,000	167,000	42,000	38,000
Auto lease/rental					
Hertz	5,053,000	4,550,000	4,366,000	2,365,000	1,073,000
Avis	3,609,000	1,320,000	2,481,000	1,715,000	1,391,000
Potamkin lease	1,294,000	2,373,000	859,000	628,000	967,000
Auto parts/accessories					
Gabriel Shocks	678,000	82,000	225,000	72,000	127,000
Prestone	640,000	838,000	620,000	737,000	482,000
Motorcraft	511,000	343,000	28,000	47,000	—
Automobiles					
Ford	28,820,000	15,199,000	21,771,000	19,579,000	16,788,000
Chevrolet	27,515,000	18,780,000	21,825,000	17,528,000	16,564,000
Chrysler	16,325,000	12,675,000	357,000	6,843,000	7,209,000
Bakery goods					
Nabisco	2,678,000	418,000	432,000	587,000	285,000
Pepperidge Farm	1,288,000	651,000	955,000	915,000	832,000
Sara Lee	593,000	22,000	175,000	413,000	756,000

Estimates prepared by Media Records in 125 markets representing 82% of U.S. total

Newspaper advertising investments by top 100 newspaper users in 1980-1981

Rank	1980 Investments	1981 Investments
1. Reynolds, R. J. Industries, Inc.	$113,099,000	$142,345,000
2. Morris, Philip Inc.	77,624,000	90,603,000
3. General Motors Corp.	52,209,000	65,502,000
4. Loews Corp.	45,624,000	49,591,000
5. British American Tobacco, Ltd.	13,645,000	45,910,000
6. Ford Motor Co.	24,380,000	31,990,000
7. Chrysler Corp.	21,321,000	30,957,000
8. RCA Corporation	25,220,000	29,537,000
9. Eastern Airlines, Inc.	20,161,000	23,670,000
10. Delta Airlines, Inc.	20,410,000	21,653,000
11. American Telephone & Telegraph Co.	19,180,000	21,531,000
12. American Airlines, Inc.	17,478,000	20,068,000
13. United Airlines, Inc.	16,245,000	19,034,000
14. Pan American World Airways, Inc.	13,902,000	17,984,000
15. Time, Inc.	10,910,000	17,825,000
16. Trans World Corp.	17,546,000	17,354,000
17. CBS, Inc.	14,969,000	15,823,000
18. Warner Communications, Inc.	192,000	13,324,000
19. American Brands, Inc.	16,817,000	13,243,000
20. Seagram, Joseph E. & Sons, Inc.	18,043,000	12,758,000
21. Toyota Motor Sales Co., Ltd.	7,023,000	11,229,000
22. American Broadcasting Companies, Inc.	11,900,000	10,270,000
23. General Electric Co.	12,128,000	10,065,000
24. Norton Simon Inc.	5,462,000	9,926,000
25. Dart & Kraft Inc.	6,683,000	9,788,000
26. Braniff International	5,029,000	9,382,000
27. Volkswagen Of America, Inc.	4,949,000	8,983,000
28. Nissan Motor Corp., USA	6,870,000	8,824,000
29. U.S. Government	7,287,000	8,799,000
30. Mobil Oil Corp.	5,923,000	8,534,000
31. Texas Air Corp.	412,000	7,631,000
32. Northwest Orient Airlines	4,297,000	7,621,000
33. Peugeot Motors Of America, Inc.	2,545,000	7,581,000
34. Republic Airlines, Inc.	4,104,000	7,437,000
35. Rapid-American Corp.	6,863,000	6,967,000
36. American Express Co.	2,797,000	6,430,000
37. General Foods Corp.	9,713,000	6,176,000
38. Procter & Gamble Co., The	7,976,000	6,077,000
39. Nabisco Brands, Inc.	573,000	5,865,000
40. Beatrice Foods Co.	2,545,000	5,737,000
41. Sony Corp. Of America	5,758,000	5,728,000
42. Horn & Hardart Co., The	NA	5,666,000
43. Honda Motor Co., Ltd.	3,194,000	5,301,000
44. American Motors Corp.	1,123,000	5,223,000
45. Ransome Airlines	NA	5,180,000
46. Xerox Corp.	3,103,000	5,045,000
47. Gulf & Western Industries, Inc.	3,229,000	5,028,000
48. Nelson Doubleday, Inc.	4,334,000	4,880,000
49. Johnson & Johnson	5,059,000	4,695,000
50. Western Airlines, Inc.	3,309,000	4,595,000
51. Coca-Cola Co., The	$ 5,418,000	$ 4,576,000
52. General Mills, Inc.	3,414,000	4,523,000
53. International Business Machines Corp.	2,843,000	4,407,000
54. Campbell Soup Co.	2,781,000	4,351,000
55. MCA Inc.	7,090,000	4,121,000
56. Cunard Line, Ltd.	3,619,000	3,925,000
57. Norwegian Caribbean Lines	1,754,000	3,908,000
58. Kellogg Co.	4,175,000	3,816,000
59. Carnation Co.	2,198,000	3,812,000
60. Holland America Cruises	4,555,000	3,789,000
61. International Telephone & Telegraph Corp.	4,112,000	3,720,000
62. Colgate-Palmolive Co.	NA	3,712,000
63. Air Florida	1,057,000	3,572,000
64. United Technologies Corp.	790,000	3,554,000
65. Lever Brothers Co.	NA	3,542,000
66. Hormel Geo. A. & Co.	2,309,000	3,525,000
67. Volvo Of America Corp.	4,204,000	3,472,000
68. Princess Cruises, Inc.	2,597,000	3,458,000
69. Hearst Corporation, The	NA	3,445,000
70. World Airways, Inc.	5,011,000	3,354,000
71. Liberty Travel, Inc.	2,155,000	3,312,000
72. Royal Caribbean Cruise Line, Inc.	2,420,000	3,168,000
73. Sitmar Cruises	1,840,000	3,107,000
74. Nestle Enterprises	4,027,000	3,065,000
75. Heublein, Inc.	5,056,000	3,018,000
76. Heinz, H. J. Co.	2,570,000	2,964,000
77. Maytag Company, The	1,427,000	2,954,000
78. Frost Company	3,160,000	2,935,000
79. Zenith Radio Corp.	2,366,000	2,908,000
80. Consolidated Foods Corp.	NA	2,902,000
81. Bavarian Motor Works	4,836,000	2,887,000
82. Brown Forman Distillers Corp.	2,737,000	2,863,000
83. Gold Coins Of Mexico	1,063,000	2,801,000
84. Pacific Southwest Airlines	692,000	2,791,000
85. Blue Shield of California	1,994,000	2,720,000
86. Pepsico, Inc.	1,050,000	2,712,000
87. Government Employees Insurance Co.	2,594,000	2,685,000
88. Texaco, Inc.	2,956,000	2,667,000
89. International Monetary Mint, Inc.	NA	2,539,000
90. Eastman Kodak Co.	3,245,000	2,510,000
91. Chesebrough-Ponds, Inc.	NA	2,506,000
92. Newhouse Publications	NA	2,496,000
93. Fiat Motors Of North America, Inc.	2,341,000	2,489,000
94. Anheuser-Busch, Inc.	1,200,000	2,484,000
95. Liggett Group, Inc.	3,775,000	2,472,000
96. Sterling House	613,000	2,417,000
97. Home Lines Cruises, Inc.	1,417,000	2,380,000
98. Greyhound Corp., The	2,252,000	2,319,000
99. Mattel, Inc.	722,000	2,307,000
100. Wolverine World Wide, Inc.	NA	2,301,000

NA — not available   Data copyright by Media Records 1981

Total top 100 newspaper advertisers **$1,073,624,000**

NATIONAL ADVERTISING INVESTMENTS IN NEWSPAPERS IN 1981-1980

By classification, projected to U.S. totals by Media Records (copyright 1981)

Classification	1981	1980	Gain or loss
Alcoholic Beverages	**$ 94,965,000**	**$ 102,850,000**	−7.7%
Beers	10,545,000	9,474,000	+11.3
Wines	7,451,000	6,868,000	+8.5
Liquors	76,969,000	86,508,000	−11.0
Amusements	**$ 12,598,000**	**$ 11,767,000**	+7.1
Automotive	**$ 369,429,000**	**$ 313,119,000**	+18.0
Gasoline & Oil Companies	28,021,000	30,162,000	−7.1
Leasing & Rentals	34,211,000	34,658,000	−1.3
Parts, Accessories & Supplies	8,792,000	8,067,000	+9.0
Passenger Cars (New)	281,065,000	226,236,000	−24.2
Trucks, Trailers & Mobile Homes	16,243,000	12,590,000	+29.0
Automotive Not Elsewhere Classified	1,097,000	1,406,000	−22.0
Cameras, Photo Supplies & Services	**$ 16,511,000**	**$ 14,923,000**	+10.6
Educational	**$ 28,506,000**	**$ 24,510,000**	+16.3
Farm & Garden	**$ 29,467,000**	**$ 29,708,000**	−0.8
Foods	**$ 179,426,000**	**$ 166,347,000**	+7.9
Baby Foods	305,000	172,000	+77.3
Bakery Goods	16,007,000	11,807,000	+35.6
Baking Mixes, Flour & Ingredients	2,599,000	1,948,000	+33.4
Beverages	34,880,000	35,960,000	−3.0
Coffee	8,925,000	10,706,000	−16.6
Tea	1,530,000	1,726,000	−11.4
Fruit & Vegetable Juices	7,470,000	4,950,000	+50.9
Soft Drinks-Carbonated-Diet	1,745,000	2,174,000	−19.7
Soft Drinks-Carbonated-Non Diet	10,304,000	9,413,000	+9.5
Miscellaneous Beverages	4,906,000	6,991,000	−29.8
Cereals	4,462,000	5,342,000	−16.5
Condiments	11,174,000	8,173,000	+36.7
Confectionery & Snacks	9,869,000	11,171,000	−11.7
Dairy Products	21,965,000	17,487,000	+25.6
Desserts & Dessert Ingredients	2,229,000	2,356,000	−5.4
Fruits & Vegetables	10,303,000	9,639,000	+6.9
Macaroni Products-Uncooked	1,128,000	1,447,000	−22.0
Meats, Fish & Poultry	21,551,000	19,500,000	+10.5
Prepared Dinners & Dishes	11,733,000	10,865,000	+8.0
Shortenings, Oils & Margarines	8,628,000	9,846,000	−12.4
Soups	2,693,000	1,962,000	+37.3
Sugars, Syrups & Jellies	2,428,000	2,003,000	+21.2
Miscellaneous Foods	17,472,000	16,669,000	+4.8
Franchise Offers	**$ 5,890,000**	**$ 5,349,000**	+10.1
Help Wanted	**$ 68,616,000**	**$ 58,688,000**	+16.9

CLASSIFICATION TOTALS (continued)

Classification	1981	1980	Gain or loss
Hotels & Resorts	**$ 105,061,000**	**$ 78,289,000**	**+34.2%**
Hotels, Motels, & Resorts	68,735,000	49,128,000	+39.9
Resort Area Development	36,326,000	29,161,000	+24.6
Household Furniture & Furnishings	**$ 13,397,000**	**$ 13,131,000**	**+2.0**
Floor Coverings	2,729,000	2,776,000	−1.7
Furnishings	7,802,000	7,138,000	+9.3
Furniture	2,866,000	3,217,000	−10.9
Household Heating & Home Heating Equipment	**$ 14,603,000**	**$ 13,272,000**	**+10.0**
Electric, Gas & Oil Suppliers	2,240,000	4,770,000	−53.0
Heating & Plumbing Equipment	12,363,000	8,502,000	+45.4
Household Supplies	**$ 40,068,000**	**$ 41,775,000**	**−4.1**
Aluminum & Paper Products	6,502,000	7,851,000	−17.2
Disinfectants & Insecticides	3,194,000	3,149,000	+1.4
Home Building Materials & Tools	10,987,000	10,517,000	+4.5
Paints, Wall Coverings & Other Finishes	5,581,000	4,646,000	+20.1
Soaps, Cleansers & Polishes	9,185,000	9,805,000	−6.3
Miscellaneous Household Supplies	4,619,000	5,807,000	−20.5
Household Equipment & Appliances	**$ 67,566,000**	**$ 53,022,000**	**+27.4**
Air Conditioning	7,231,000	3,247,000	+122.7
Phonographs, Records, Tapes & Recorders	20,469,000	13,344,000	+53.4
Radio & TV Sets	10,198,000	10,300,000	−1.0
Ranges, Stoves & Dishwashers	6,124,000	4,884,000	+25.4
Refrigerators & Freezers	769,000	670,000	+14.8
Small Electrical Appliances	2,861,000	2,644,000	+8.2
Washers & Dryers	1,051,000	1,024,000	+2.6
Miscellaneous Household Equipment & Appl.	18,863,000	16,909,000	+11.6
Industrial	**$ 57,158,000**	**$ 40,725,000**	**+40.4**
Aircraft & Equipment	2,764,000	1,862,000	+48.4
Industrial Area Development	3,065,000	2,351,000	+30.4
Office Equipment & Stationery Supplies	26,297,000	19,624,000	+34.0
Industrial Materials & Machinery	14,377,000	8,937,000	+60.9
Miscellaneous Industrial	10,655,000	7,951,000	+34.0
Insurance	**$ 40,688,000**	**$ 36,399,000**	**+11.8**
Life, Health & Medical	33,326,000	31,142,000	+7.0
Fire, Casualty & Other	7,362,000	5,257,000	+40.0
Jewelry, Watches & Silverware	**$ 8,769,000**	**$ 8,085,000**	**+8.5**
Mail Order	**$ 72,994,000**	**$ 60,631,000**	**+20.4**
Medical Products & Drugs	**$ 24,040,000**	**$ 22,893,000**	**+5.0**
Cold, Cough & Sinus Remedies	1,016,000	992,000	+2.4
Digestive Aids & Laxatives	532,000	469,000	+13.4
Headache Remedies & Sedatives	587,000	368,000	+59.5
Vitamins, Tonics & Reducing Aids	11,095,000	11,338,000	−2.1
Medicated Skin Products	5,530,000	4,903,000	+12.8
Miscellaneous Medical Products & Drugs	5,280,000	4,823,000	+9.5

CLASSIFICATION TOTALS (continued)

Classification	1981	1980	Gain or loss
Pets & Pet Supplies	**$ 8,853,000**	**$ 8,916,000**	**−0.7%**
Pet Foods	7,534,000	7,964,000	−5.4
Pets & Pet Supplies	1,319,000	952,000	+38.6
Political	**$ 9,989,000**	**$ 26,705,000**	**−62.6**
Professional & Service	**$ 11,663,000**	**$ 8,967,000**	**+30.1**
Public Service Utilities & Communications	**$ 56,492,000**	**$ 50,595,000**	**+11.7**
Publishing & Media	**$ 197,710,000**	**$ 177,650,000**	**+11.3**
Books	38,298,000	32,823,000	+16.7
Magazines	23,879,000	19,711,000	+21.1
Newspapers	2,863,000	2,711,000	+5.6
Radio & TV Stations	132,670,000	122,405,000	+8.4
Real Estate	**$ 20,954,000**	**$ 16,483,000**	**+27.1**
Sporting & Leisure Time Equipment	**$ 13,532,000**	**$ 7,568,000**	**+78.8**
Sporting Goods	5,823,000	3,904,000	+49.2
Boats & Equipment	921,000	601,000	+53.2
Hobbies, Toys & Games	6,788,000	3,063,000	+121.6
Tobacco	**$ 391,283,000**	**$ 313,773,000**	**+24.7**
Cigars	2,099,000	1,372,000	+53.0
Cigarettes	386,375,000	310,604,000	+24.4
Tobacco & Smoking Accessories	2,809,000	1,797,000	+56.3
Toiletries & Toilet Goods	**$ 32,506,000**	**$ 30,901,000**	**+5.2**
Cosmetics, Make-Up & Manicure Products	5,150,000	4,041,000	+27.4
Dental Supplies & Mouthwashes	6,364,000	4,616,000	+37.9
Feminine Hygienic Products	4,538,000	4,842,000	−6.3
Men's Toiletries & Hair Products	2,034,000	3,337,000	−39.0
Men's & Women's Shaving Equipment	2,201,000	2,087,000	+5.5
Perfumes & Toilet Water	2,069,000	1,614,000	+28.2
Toilet Soaps, Bath Powders & Deodorants	2,413,000	2,245,000	+7.5
Women's Hair Products & Treatments	1,546,000	1,360,000	+13.7
Miscellaneous Toiletries & Toilet Goods	6,191,000	6,759,000	−8.4
Transportation	**$ 369,191,000**	**$ 296,790,000**	**+24.4**
Airlines	226,098,000	186,793,000	+21.0
Domestic	147,153,000	121,953,000	+20.7
International	76,419,000	63,343,000	+20.6
Cargo	2,526,000	1,497,000	+68.7
Bus Lines	4,862,000	5,279,000	−7.9
Railroads	5,743,000	4,590,000	+25.1
Steamships	44,858,000	34,699,000	+29.3
Tours & Travel Service	78,610,000	59,108,000	+33.0
Miscellaneous Transportation	9,020,000	6,321,000	+42.7
Wearing Apparel	**$ 40,330,000**	**$ 31,423,000**	**+28.3**
General Not Elsewhere Classified	**$ 153,995,000**	**$ 118,872,000**	**+29.5**
Grand Total	**$2,556,250,000**	**$2,184,126,000**	**+17.0**

Top brand spenders in newspaper space (cont.)

	1981	1980	1979	1978	1977
Beers					
Budweiser	$ 939,000	$ 258,000	$ 214,000	$ 391,000	$ 164,000
Michelob	798,000	384,000	175,000	508,000	31,000
Coors	746,000	604,000	415,000	722,000	390,000
Beverages (food)					
Maxwell House	1,827,000	2,032,000	1,966,000	2,537,000	2,186,000
Folgers	830,096	563,000	1,372,000	552,000	604,000
Nescafe	593,375	634,000	1,396,000	412,000	——
Books					
Time-Life	2,526,000	2,371,000	773,000	623,000	395,000
Book-of-the-Month	2,191,000	1,748,000	1,768,000	1,500,000	1,423,000
Simon & Schuster	1,761,000	527,000	660,000	391,000	519,000
Bus lines					
Greyhound	908,000	838,000	526,000	2,051,000	749,000
Trailways	652,000	620,000	——	——	——
Blue Bird Coach	201,000	111,000	50,000	38,000	34,000
Cameras/photo supplies					
Kodak	2,401,000	3,180,000	1,975,000	2,432,000	3,572,000
Polaroid	2,267,000	900,000	2,420,000	2,522,000	1,878,000
Clark Color Lab.	1,203,000	898,000	559,000	851,000	291,000
Cereals					
Kellogg's	2,457,000	3,263,000	4,011,000	4,226,000	2,664,000
General Mills	457,000	335,000	314,000	164,000	289,000
Quaker	249,000	54,000	141,000	1,014,000	844,000
Cigarettes					
Merit	38,133,000	29,141,000	26,886,000	20,507,000	23,763,000
Barclay	34,917,000	1,224,000	——	——	——
Winston	29,171,000	9,217,000	17,581,000	9,300,000	13,436,000
Condiments					
Kraft	1,554,000	1,048,000	884,000	3,394,000	3,876,000
Seven Seas	1,001,000	371,000	——	172,000	——
Hunts	879,000	212,000	927,000	324,000	423,000
Confectionery/snacks					
Hershey	1,233,000	264,000	358,000	163,000	389,000
Pepperidge Farm	451,000	44,000	44,000	29,000	——
Nabisco	407,000	162,000	27,000	491,000	166,000
Couponers					
Valassis	23,439,000	13,456,000	9,791,000	6,212,000	4,123,000
Blair Inserts	21,748,000	11,666,000	7,929,000	5,921,000	4,227,000
Sunday Comics Corp.	12,468,000	10,685,000	4,938,000	——	——
Dairy products					
Kraft	1,221,000	1,119,000	694,000	1,750,000	1,245,000
American Dairy Assn.	768,000	534,000	334,000	520,000	955,000
Sealtest	709,000	365,000	297,000	497,000	143,000

Estimates prepared by Media Records in 125 markets representing 82% of U.S. total

Top brand spenders in newspaper space (cont.)

	1981	1980	1979	1978	1977
Dental supplies/mouthwash					
Colgate	$ 1,617,000	$ 324,000	$ 377,000	$ 11,000	—
Lever	905,000	432,000	256,000	—	—
Reach Toothbrush	548,000	329,000	162,000	276,000	$ 153,000
Farm & garden					
Snapper	2,156,000	1,815,000	1,619,000	1,472,000	965,000
Michigan Bulb	2,068,000	2,024,000	1,407,000	1,134,000	—
Toro	1,843,000	1,950,000	1,880,000	1,651,000	1,152,000
Floor coverings					
Armstrong	1,290,000	698,000	1,294,000	925,000	478,000
Lees Carpet	330,000	639,000	646,000	274,000	210,000
Karastan Carpet	105,000	—	—	—	51,000
Foods (miscellaneous)					
Kraft	1,729,000	1,738,000	1,739,000	484,000	929,000
La Choy	659,000	604,000	486,000	429,000	570,000
Carnation	490,000	834,000	632,000	269,000	5,000
Fruits/vegetables					
Del Monte	1,288,000	564,000	271,000	43,000	36,000
Green Giant	630,000	1,027,000	301,000	463,000	626,000
Ore Ida Potatoes	536,000	144,000	254,000	166,000	259,000
Gas/oil					
Mobil	8,105,000	5,631,000	5,619,000	4,130,000	5,484,000
Texaco	2,667,000	2,956,000	1,143,000	606,000	1,259,000
Standard Oil	1,472,000	845,000	427,000	76,000	389,000
Home building materials/tools					
Owens Corning	1,375,000	533,000	179,000	36,000	331,000
Georgia Pacific	1,084,000	474,000	662,000	12,000	160,000
Black & Decker	811,000	739,000	—	—	18,000
Household equipment (miscellaneous)					
G-E	4,721,000	6,506,000	3,089,000	4,280,000	4,177,000
Hotpoint	1,936,000	883,000	1,391,000	1,141,000	—
Maytag	1,811,000	1,339,000	276,000	654,000	557,000
Insurance — life/medical					
Blue Cross/Blue Shield	3,699,000	5,574,000	3,806,000	3,471,000	3,292,000
Metropolitan Life	1,882,000	202,000	383,000	201,000	161,000
N.Y. Life	1,405,000	1,214,000	1,129,000	1,010,000	714,000
Jewelry/watches					
Seiko	1,698,000	632,000	93,000	44,000	—
Timex	1,386,000	2,104,000	1,628,000	774,000	326,000
DeBeers	584,000	—	71,000	93,000	70,000
Liquors					
Seagram's	2,395,000	4,397,000	3,324,000	2,432,000	1,306,000
Dewars Scotch	1,950,000	1,802,000	113,000	881,000	—
Kessler	1,729,000	2,444,000	2,800,000	357,000	550,000

Estimates prepared by Media Records in 125 markets representing 82% of U.S. total

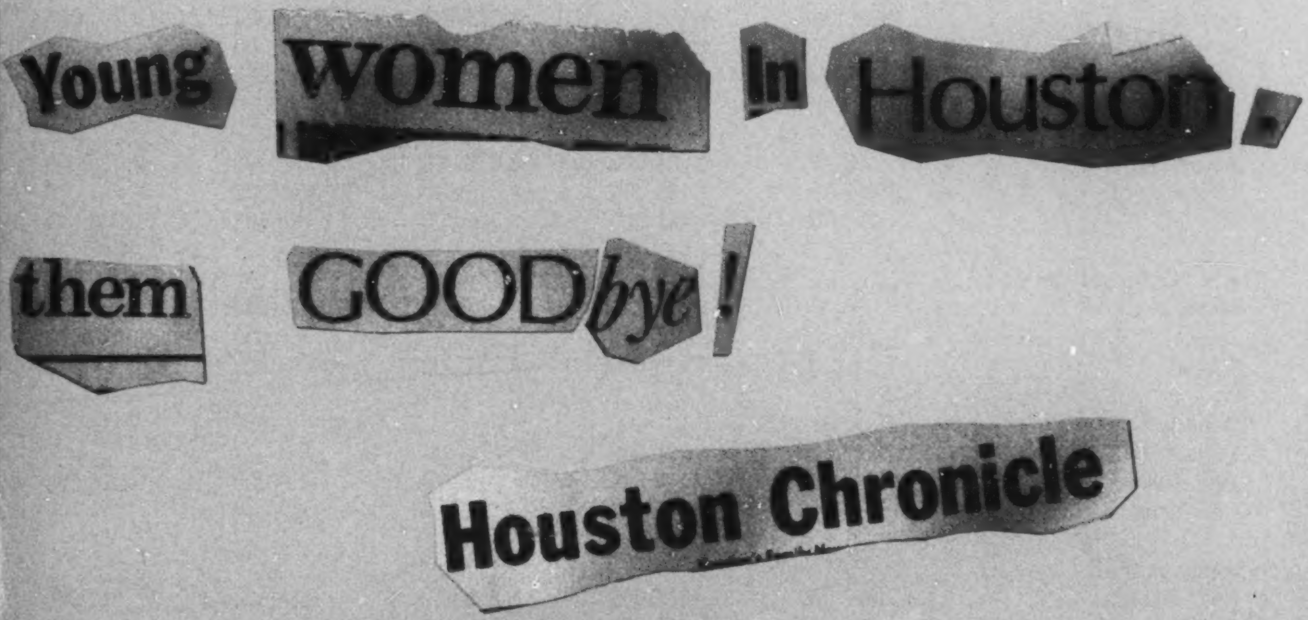
Top brand spenders in newspaper space (cont.)

	1981	1980	1979	1978	1977
Lotteries					
Michigan	$ 1,341,000	$ 1,148,000	$ 1,107,000	$ 1,134,000	$ 1,075,000
New York	900,000	2,245,000	1,648,000	1,079,000	643,000
Pennsylvania	458,000	668,000	587,000	678,000	818,000
Magazines					
Time	2,442,000	2,034,000	1,826,000	1,486,000	944,000
Sports Illustrated	1,874,000	1,197,000	244,000	348,000	367,000
Newsweek	1,642,000	638,000	792,000	546,000	846,000
Mail Order					
Franklin Mint	9,041,000	8,270,000	6,280,000	7,064,000	9,165,000
Mail Box U.S.A.	4,696,000	2,109,000	1,806,000	2,776,000	1,976,000
Intern. Monetary Mint	2,539,000	1,126,000	——	——	——
Meats/fish/poultry					
Hormel	3,328,000	2,208,000	1,945,000	1,584,000	1,552,000
Perdue	765,000	1,096,000	1,278,000	396,000	239,000
Swift	745,000	783,000	942,000	803,000	557,000
Office equipment & supply					
Xerox	5,045,000	3,103,000	1,476,000	1,507,000	869,000
IBM	1,937,000	2,874,000	1,718,000	717,000	1,558,000
Texas Instrument	1,094,000	1,065,000	150,000	87,000	46,000

Warning!
we're
holding
195,000
Respond
immediately
OR
kiss

Among women 18-34 who read a daily newspaper, 65% read The Housto
Represented nationally by Sawyer Ferguso

Paints					
Olympic	1,002,000	907,000	826,000	737,000	540,000
Glidden	720,000	389,000	297,000	296,000	115,000
Sherwin-Williams	457,000	204,000	148,000	493,000	596,000
Pet foods					
Purina	974,000	1,468,000	1,244,000	1,578,000	1,188,000
Ken-L-Ration	518,000	404,000	760,000	1,016,000	598,000
Kal Kan	408,000	109,000	509,000	91,000	411,000
Phonographs/records/tapes					
Columbia	5,994,000	6,186,000	4,452,000	6,614,000	5,831,000
RCA	5,480,000	865,000	1,365,000	2,379,000	2,294,000
Sony	3,509,000	3,112,000	1,199,000	966,000	1,294,000
Prepared dishes					
Chef Boy-Ar-Dee	554,000	97,000	203,000	112,000	255,244
La Choy	400,000	87,000	106,000	204,000	166,000
Uncle Ben	340,000	112,000	154,000	72,000	319,000
Public utilities					
Pacific Telephone	2,306,000	474,000	245,000	635,000	35,000
Illinois Bell	2,070,000	906,000	736,000	656,000	739,000
General Telephone	1,508,000	912,000	1,607,000	1,046,000	491,000
Radio/tv sets					
RCA	3,587,000	3,175,000	2,422,000	2,215,000	2,150,000
Zenith	1,910,000	1,633,000	2,284,000	2,169,000	2,409,000
Sony	1,254,000	1,866,000	832,000	1,088,000	184,000



hronicle. So choose The Chronicle. If you don't, you'll be sorry.
alker. Source: Scarborough Report, 1982.

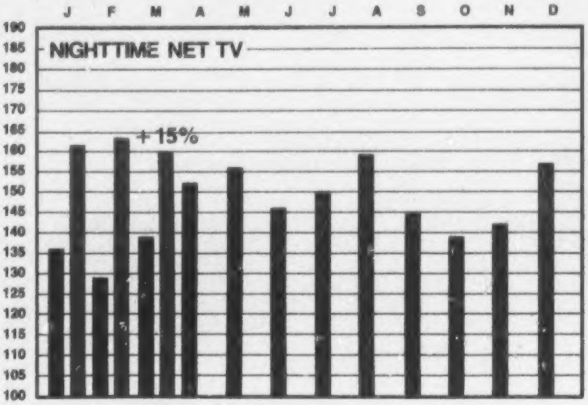
Top brand spenders in newspaper space (cont.)

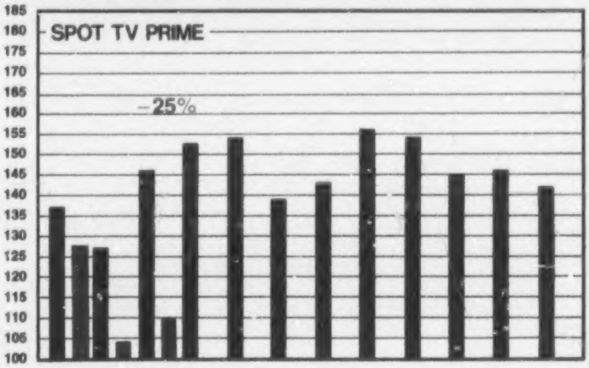
	1981	1980	1979	1978	1977
Radio/tv stations					
NBC	$13,727,000	$15,488,000	$12,839,000	$10,426,000	$ 7,100,000
ABC	10,240,000	11,808,000	10,891,000	10,480,000	5,706,000
CBS	8,658,000	7,870,000	8,388,000	7,541,000	5,761,000
Real estate					
Genl. Develop. (Miami)	590,000	487,000	226,000	107,000	36,000
Snyder Ryan	359,000	148,000	—	—	—
B. K. Haynes	335,000	90,000	—	—	—
Railroads					
Amtrak	3,741,000	2,115,000	3,943,000	3,027,000	2,094,000
Burlington Northern	389,000	1,147,000	385,000	323,000	—
Southern	101,000	107,000	79,000	77,000	74,000
Shortenings/oils/margarine					
Parkay	442,000	523,000	673,000	492,000	107,000
Mazola	351,000	170,000	79,000	238,000	275,000
Imperial	349,000	204,000	150,000	62,000	58,000
Soaps/cleansers/polishes					
Purex	483,000	59,000	—	96,000	149,000
Yes	411,000	80,000	158,000	—	—
Dynamo	372,000	326,000	229,000	145,000	85,000
Sporting goods					
Schwinn bicycle	1,002,000	—	—	11,000	13,000
Honda motorcycle	419,000	36,000	51,000	823,000	302,000
Harley-Davidson	380,000	—	—	—	—
Steamship lines					
Cunard	3,925,000	3,580,000	2,083,000	1,802,000	3,224,000
Norwegian Carib.	3,888,000	1,754,000	1,275,000	657,000	1,318,000
Holland American	3,789,000	4,555,000	3,037,000	3,294,000	2,198,000
Tours/travel service					
American Express	5,059,000	2,168,000	2,028,000	2,210,000	2,478,000
Liberty	3,312,000	2,155,000	1,618,000	1,391,000	1,374,000
May Co.	1,936,000	1,401,000	1,086,000	1,234,000	1,068,000
Trucks/mobile homes					
Chevrolet	1,966,000	1,215,000	851,000	622,000	540,000
Datsun	1,418,000	411,000	8,297,000	264,000	139,000
Toyota	1,399,000	218,000	8,487,000	635,000	396,000
Vitamins/tonics					
Thera Trim	722,000	21,000	—	—	—
Genl. Nutrition	643,000	136,000	218,000	849,000	970,000
Dr. Littens	608,000	—	—	—	—
Wearing apparel					
Hush Puppies	1,636,000	964,000	789,000	684,000	841,000
Jordache	1,036,000	866,000	286,000	—	—
Levi's	967,000	290,000	52,000	186,000	11,000

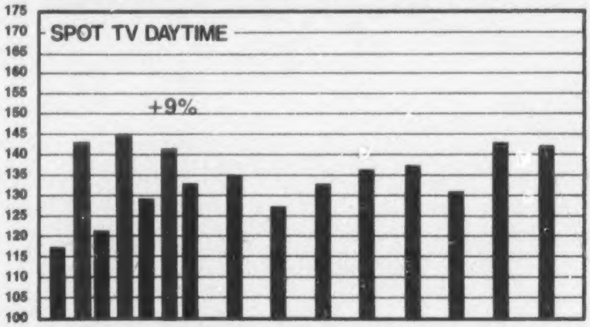
Estimates prepared by Media Records in 125 markets representing 82% of U.S. total

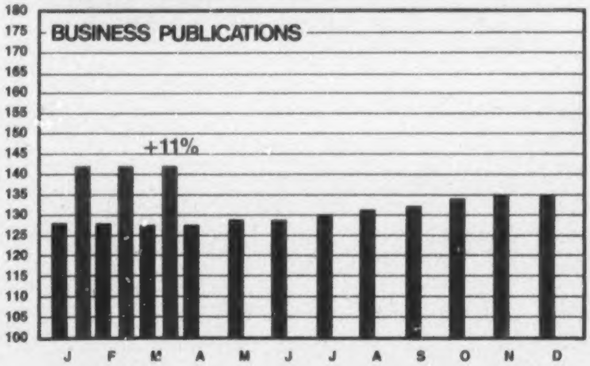
MEDIA COST INDEX

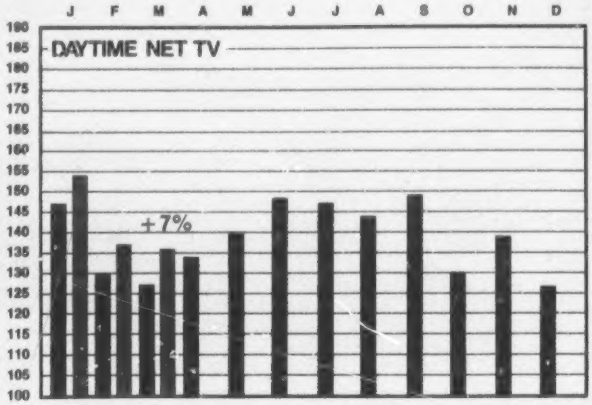
Black bars index for 1981; red bars 1982; base year 1977











Network radio reversed the trend line from the year's beginning. Through February prices were 9% below last year; then in March it moved up dramatically in volume and pricing — with prices in March 1982 17% higher than in March 1981.

Spot radio, which had already shown signs of strength in 1982, was priced 10% above the year previous in March 1982.

Nighttime net tv in March 1982 continued to stay considerably ahead of the year previous, but its price increases were not as extravagant as in January and February. In March it was up 15% over the year previous, whereas in February it had been up 17% and in January up 19%.

Daytime net tv was up 7% in March 1982 compared to March 1981, less than in February but more than in January of this year.

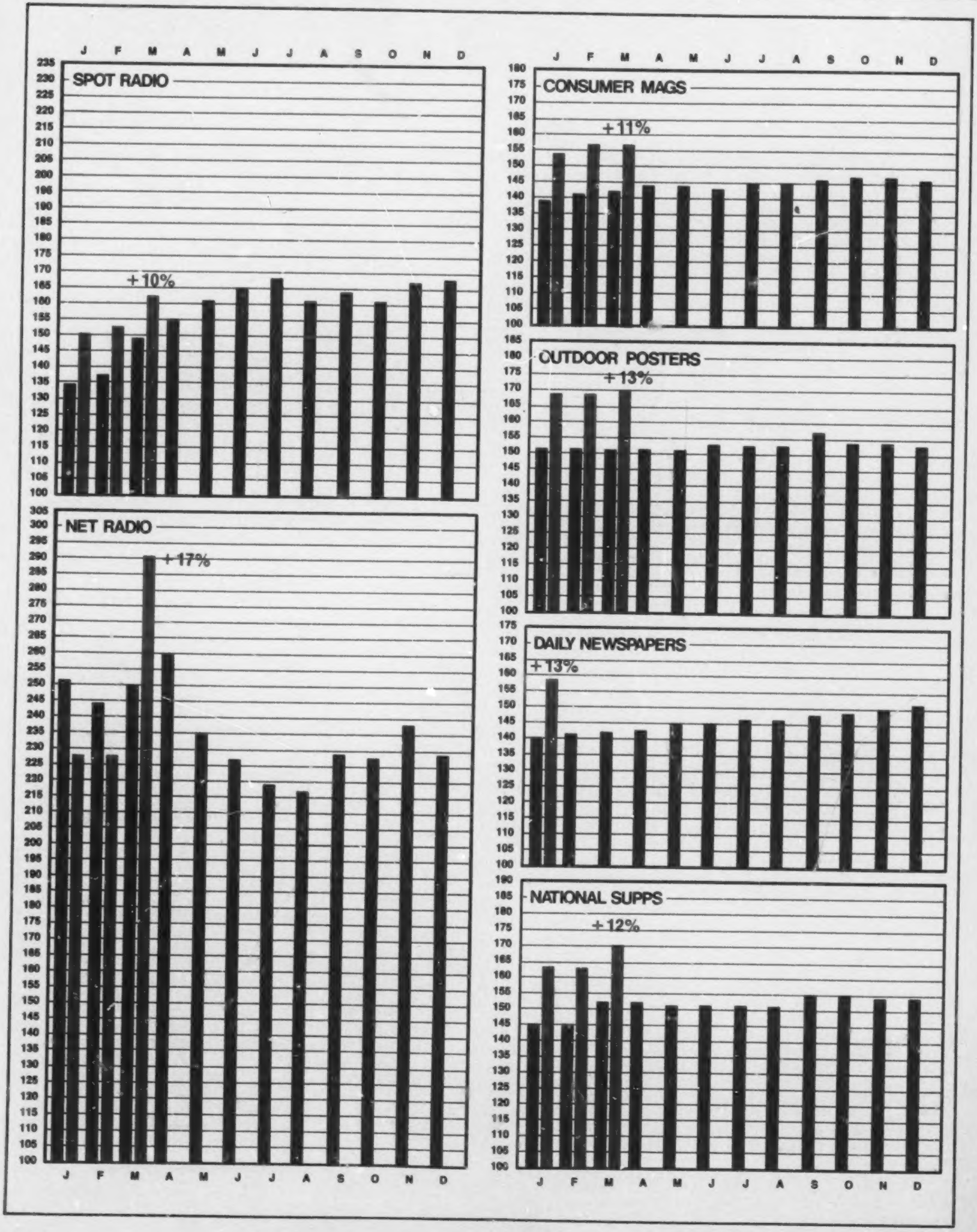
Consumer magazines and business publications held the higher rate levels they established at year-end. In March 1982, consumer magazines were 11% higher in price than in the previous March. Business publications were priced 11% over March 1981.

Continued on page 192

The Media Cost Index reflects reported trends extracted from available published sources. This analysis uses standard competitive report sources to develop comparable costs that reflect monthly cost trends by medium. Where industry competitive sources are unavailable, selected cost data from SRDS are sampled. Sources: **Nighttime Network TV** — cost per average 30-second spot 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Report Network TV Service. **Daytime Network TV** — cost per average 30-second spot 10 a.m.-4:30 p.m. Monday-Friday from Broadcast Advertisers Report Network TV Service. **Network Radio** — cost per average 30-second radio announcement from Broadcast Advertisers Report Network Radio Service. Index 100 for Nighttime network tv, daytime network tv and network radio are for each month in 1977. **Spot radio** estimates are based on SRDS cost of one minute on one station per market in the top 50 RADI markets. **Consumer magazine** estimate based on reported SRDS cost of page, 4-color in 40 national consumer magazines based revenue, as reported by MPA. **National Supplements** estimates based on reported SRDS cost of page, 4-color for three national supps. **Daily Newspaper** estimates based on Newspaper Advertising Bureau report of SRDS costs per agate line of a stratified sample of 155 newspapers. **Business Publication** estimates based on reported SRDS cost of a page, 4-color for 48 magazines representing 42 business and professional classifications. **Outdoor Posters** based on estimates prepared by F.R. Cawl & Assoc. **HOW TO READ:** Media Cost Index reflects latest available cost compared to base of average year 1977. Percent change reflects annual rate of change and is based on latest available month costs compared to same month in previous year.

MEDIA COST INDEX (continued)

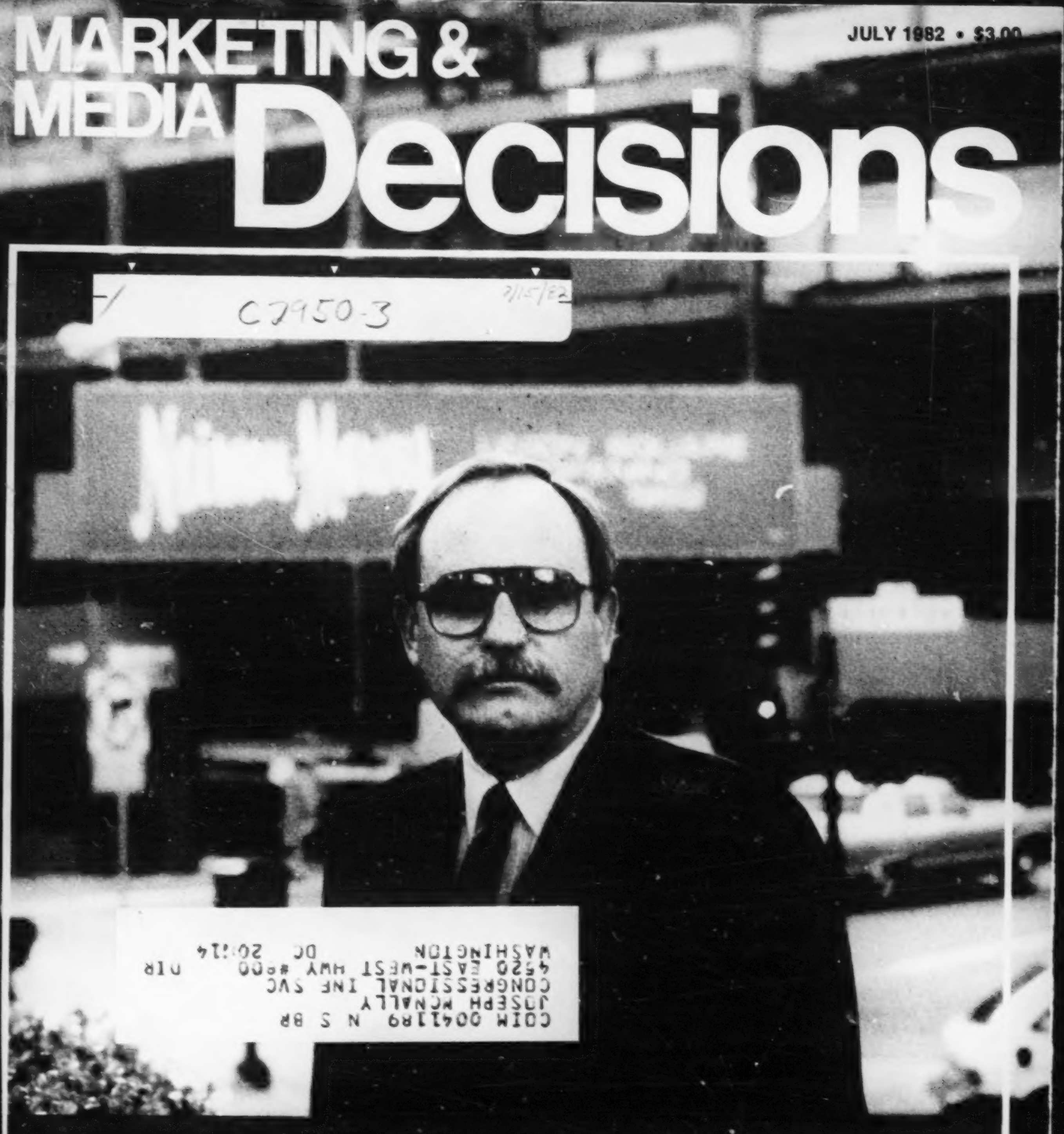
Black bars index for 1981; red bars 1982; base year 1977



MARKETING & MEDIA Decisions

JULY 1982 • $3.00

7/15/82
C7950-3



COIM 0041189 N S BR
JOSEPH MCNALLY
CONGRESSIONAL INF SVC
4520 EAST-WEST HWY #800 018
WASHINGTON DC 20814

With national expansion, Neiman-Marcus has learned to decipher the differing needs of its upscale customers, according to Guest Editor Tom Alexander page 44

11th Annual Top 200 Brand Directory page 59

Is cable narrowcasting dead? page 39

Networks gear up for overnight news page 46

BEST AVAILABLE COPY

CONTENTS

JULY 1982, VOL. 17, NO. 8

Guest Editor Tom Alexander is executive vp-marketing, Neiman-Marcus.

Features

39 Is cable becoming a broadcast clone?
Advertising-supported cable tv promised to transform the home screen into a narrowcast, target marketing tool. But thus far, the economics of audience delivery have kept cable from fulfilling that promise. The question now: is advertising helping to turn cable into a replica of over-the-air tv?

42 Profile of a direct marketer
BBDO Direct president Ed Nash finds sales and image building to be mutually supportive, and believes that the two schools should be planned together.

44 Retailing's high fashion master
Expansion has forced Neiman-Marcus to become expert at deciphering the differing needs of customers in its upscale markets. Guest Editor Tom Alexander explains how the chain fine tunes media for its 16 stores.

46 Networks plunge into overnight news
The three tv networks are embarking on experiments with overnight news programing this Fall that sets a precedent: initiation of a major program expansion without first testing the waters for advertising support.

48 Peugeot's newspaper relaunch
The French automaker is revitalizing sales with an ad campaign that relies heavily on newspapers.

50 Pizza wars heating up
Jeno's and Totino's are locked in a battle for the frozen pizza market.

52 Concentration Part III: newspaper preprints
Free fall insert circulation has nearly quadrupled in the last decade, despite the threat of shared mail and other alternative distribution systems.

59 11th Annual Report: Top 200 Advertised Brands

Focus on . . .

THE TOP
200
BRANDS

Top 200 Advertised Brands
(page 59)

Ed Nash, BBDO Direct
(page 42)

Cable networks
(page 39)

Departments

6 Focus on Marketing
10 Campaigns
14 Quotes
17 Print Beat
18 Broadcast Beat
20 Newsmakers
26 Futures
28 New in Media
32 D.C.
34 Cablescan
36 Update
224 Homework
225 Mailbag
228 Guest Editor's Page

171 As We See It

As They See It

172 Magazines
by Madeline Nagel
173 Out-of-home
by Dick Briggs
175 Cable, Etc.
by Beverly O'Malley
177 Television
by Claude Caylor
178 Business Press
by Michael Walsh
180 Agri-Media
by Mel Dolinky
182 Radio
by Roger Bumstead
183 Media Research
by Larry Kelley
184 Marketing
by Bill Nightingale
185 Mediology
by Herb Maneloveg

MARKETING & MEDIA DECISIONS (ISSN0195-4296) JULY, 1982, Vol. 17, No. 8 Copyright © 1982. Decisions Publications Inc. Published fourteen times. Executive, editorial, circulation and advertising offices at 342 Madison Ave., New York, N.Y. 10017 (212) 953-1888. **Available** without charge to those personally involved in media decisions at major agencies and advertiser companies. For others, subscription prices are: U.S.A. $36 for 12 issues. Canada $46. Overseas $48 (surface mail). Airmail — add $48. Single copy $3.00. All overseas copies are paid. Second-class alternative B postage paid at Burlington, Vt. **Postmaster:** Send form 3579 to Marketing & Media Decisions, 342 Madison Ave., New York, N.Y. 10017

D.C.

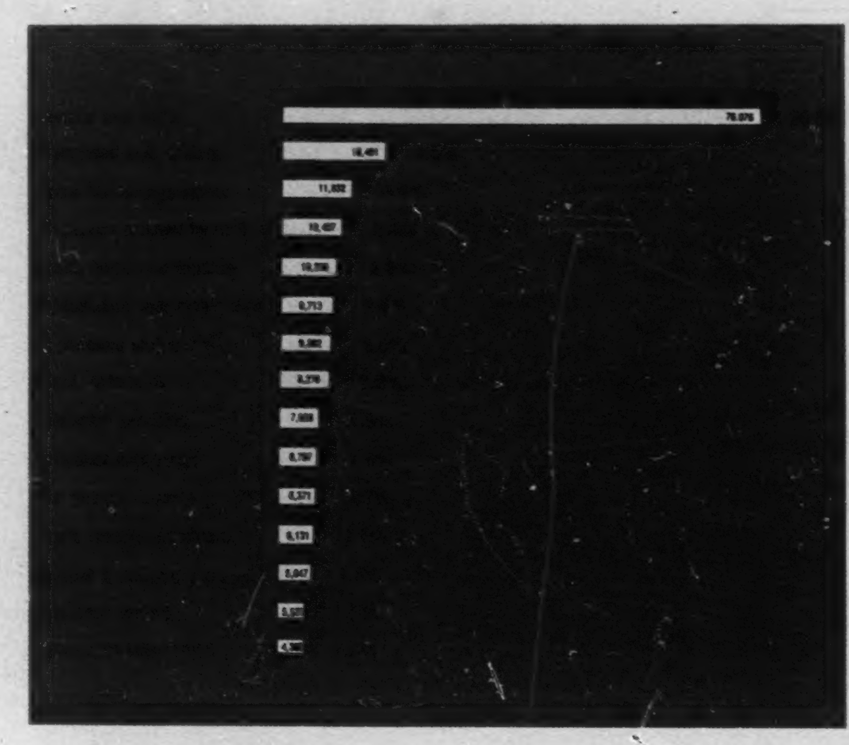
Mail order companies top BBB complaint list

As in prior years, general mail order companies were at the top of the Better Business Bureau's volume of consumer complaints in 1981, according to BBB's annual statistical summary of inquiry and complaint activity.

Franchised auto dealers ranked second, but dropped 13% in volume compared to complaints in 1980.

Overall, the 153 U.S. Better Business Bureau offices handled nearly seven million complaints, an increase of more than five percent over 1980.

Other categories of consumer complaints outside of the top 15 categories on the rise last year included health studios and spas, vacation certificate offers, utilities and telephone companies.



ACT sues FCC to force children's tv ruling

In a measure designed to get the Federal Communications Commission to force tv stations to offer children's programing, Action for Children's Television (ACT) has brought suit against the Commission, and against its seven commissioners.

Noting a recent National Institute of Mental Health report on tv violence's harm to children as evidence of the need for improving programing, ACT president Peggy Charren told a Washington news conference that the organization's goal is to force FCC to require tv stations to note the needs of children.

"ACT is not filing this complaint so that parents can have a better baby sitter," Charren said. "We are acting so that children can get the programing service they deserve from one of the major educational institutions in the country."

In 1974, FCC issued an interim decision not to adopt specific rules for children's television, but in a public statement declared that "broadcasters have a special obligation to serve children." In January of 1980, the Commission announced that rule proposals were still being considered.

According to ACT, FCC's lack of action over the years, coupled with the Commission's current deregulatory mood, has "sent the message to broadcasters that they need not worry about children's programing."

Charren noted the cancellation of a number of network programs, and "phasing out" of *Captain Kangaroo* by CBS, as evidence of network inattention to children's program needs.

"Twelve years is far too long a period to put children on hold," Charren said. "We hope that this suit will force the FCC to at last issue a decision in the children's television proceeding. We hope, as well, that the FCC's decision will reflect the Commission's intention to act on behalf of children."

Commerce committee adopts one-year FTC bill

Failing to reach a consensus on substantial issues concerning FTC's future, a House Commerce subcommittee has approved a bare bones, one-year appropriation of $72.7 million.

According to subcommittee chairman James Florio (Democrat-New Jersey), the bill was passed after arguments over FTC's future threatened passage of any authorization bill.

The proposals currently circulating on FTC's continued use of the "unfairness" and "deception" standards were not discussed, and Florio dismissed consideration of what he called "radical proposals to dismantle FTC."

BEST AVAILABLE COPY

MARKETING & MEDIA Decisions
July 1982 / Vol. 17, No. 8

CBS cable

DAYTIME

ESPN

SuperStationWTBS

UTV

TELE FRANCE - USA

Cable Health Network

MSN

USA CABLE NETWORK

Will ads turn cable into a tv clone?

Advertising-supported cable television burst upon the media scene promising to transform the screen into a target marketing tool and an alternative to traditional network programing. But thus far, the economics of narrowcasting have kept cable from fulfilling that promise. Ad dollars are going to the most broadly-based networks, and mounting competition is challenging cable's future as a delivery system. The question now: is advertising helping to turn cable into a replica of over-the-air television?

Steve Leff is a partner in the Backer & Spielvogel ad agency, and a man with a reputation in media circles for being bullish on advertising-supported cable television.

The agency's executive vp-director of media services freely admits the self-interest of his desire to see the basic cable networks flourish.

"If the basic ad-supported networks don't make it and cable becomes just pay services," says Leff, "that will be bad for my clients and my business."

Leff has backed his commitment to ad-supported cable with several significant cable buys for a client roster that includes Miller Brewing, Sony and Campbell Soup.

One would presume that someone as committed to cable as Leff would sing the praises of the medium's alternative programing options and unique advertising opportunities. But one would presume wrongly.

Says Leff, "The ad-supported cable networks as they exist today are not where they should end up. All this talk about pioneering through cable is a crock. Advertisers are using cable just like they use over the air tv.

"The bottom line in cable is the programing, and people think it stinks. Subscribers are bailing out. Basic cable is boring and poorly produced. The argument that declining network primetime share is going to cable is silly. Tuning in a cable program is a last resort, right after Chinese checkers.

"Cable is unmeasured. It suffers from silly hype and stupidity in the press. There is a lack of quality programing and too much emphasis on narrowcasting.

"There's going to be an accounting and the time for it is now. We've got to start running this thing like a business, and not like a rodeo."

Few others in media have offered quite so damning an assessment of the present state of ad-supported basic cable programing. To be sure, even Leff has his favorites on the cable dial. He calls the USA Cable Network, for instance, "The only true cable network," and he has placed Miller Brewing on that network as the exclusive sponsor of *Sports Probe*, a sports interview program. Sony Betamax is also on USA.

Yet Leff's prediction of an accounting of cable's efforts to date appears to be right on target. A *Decisions* survey of media experts, advertisers, programers and producers reveals a general retrenching of thinking on the opportunities and effectiveness of cable tv. The medium, according to these

[illegible]

BEST AVAILABLE COPY

experts, is facing several crucial crossroads that could determine whether cable will ever live up to its original promise as a new advertising frontier. Here are the highlights of our look behind the scenes in ad-supported cable tv programing:

- **Media people and programers see cable as nothing more than a delivery system.** Programers increasingly perceive themselves, as one Turner Broadcasting System official says, as "being in the circulation business." It is essential to the programers that their product reach the biggest audience possible. How the programing gets to the viewer is immaterial to both the programer and the media buyer.

There is mounting concern even within the cable television industry that wiring the nation door by door may turn out to be the least efficient means for delivering expanded programing options.

While most media experts still believe cable will make it, they are now willing to predict with certainty only that the future will provide multiple programing choices. How the programing gets to the tv household is an open question.

- **SuperStation WTBS maverick Ted Turner is expected to be the first to abandon cable exclusively,** even though he was the first to adopt the motto, "I was cable before cable was cool." The process has already begun with Turner's distribution of his Cable News Network 2 to traditional broadcast markets in television and radio.

That move, however, is only the beginning. Media experts predict that Turner eventually will sell off the SuperStation and become a programing syndication source for independent

Continued on page 189

BEST AVAILABLE COPY

CABLE NETWORKS (from 41)

and network affiliate stations in over-the-air broadcasting.

Turner executives already describe WTBS, the SuperStation, as "the fourth network." These same executives declined repeatedly to describe WTBS as a "cable network."

- **Advertising dollars have pushed cable networks to throw their weight to the broadest programing.** Finding a cable property that is unavailable on broadcast tv is becoming less and less important to media buyers, and less available from cable programers, except, perhaps in an extended form.
- **Narrowcasting is suffering, with a few exceptions.** Some media experts contend that narrowcasting still does not exist on cable. Others, like Leff, say that narrowcasting makes no economic sense. Still others, however, fear that abandoning the concept of narrowcasting at this stage of cable's development is a mistake that could lead advertisers to forego the greatest potential the medium has to offer.
- **The movement of advertising dollars to the broad-based networks will trigger the shakeout process in cable this year.** The shakeout, according to media experts, will take two forms. First, the experts say, there will be a financial failure of at least one cable network in 1982, with more to follow in 1983. Second, the remaining narrowcast or vertical cable networks will either foresake their single-topic exclusivity or begin to program strictly by dayparts.
- **The combining of programing services on previously vertically-programed cable networks will lead to new forms of business,** including multi-media advertising packages that incorporate both time on the cable network and space in magazines and other media.
- **With metering of the Cable News Network and Christian Broadcasting Network by A.C. Nielsen this summer, cable television is being measured quantitatively before it is ready to compete** with traditional broadcast

Will Turner abandon cable?

[illegible]

BEST AVAILABLE COPY

television on that level. The struggle goes on to find an acceptable qualitative measurement methodology, but the problems are manifold.

- **Advertisers continue to go to cable because of the unique advertising opportunities** offered through the medium for a relatively small out-of-pocket investment. Increasingly, the lure of cable is the advertiser's ability to own a program.
- **Cable continues to grow in spite of mounting criticism of media experts and subscribing consumers.** Even in a bad economy, new markets continue to be wired. Despite increasing viewer disaffection for cable programing, subscriber counts continue to expand by 350,000 a month.

Although narrowcasting is no longer generally perceived in media circles as the wave of the future in alternative tv programing, new narrowcast programing ventures continue to roll out, including Viacom's Cable Health Network, Landmark's The Weather Channel and Hearst/ABC's Daytime.

Further indicating cable's growth is the entry of several major communications corporations into the programing arena, albeit few of the majors are going it alone. In the past 12 months, though, Group W Satellite Communications alone has announced or started no less than five cable programing joint-ventures.

- **There is a sense that cable programing comes on line without any clear rationale to support it,** according to media experts, some programers and subscribers. In the view of at least one programer, the expansion of cable basic programing has resulted from circumstance and the random availability of satellite transponder time, rather than from a reasoned corporate strategy.

The immediate result of these highlights has been the reassessment of precisely what is cable tv.

Arnie Semsky, executive vp-director of media and network programing at BBDO, expresses a view held by several others in media. "Cable is a delivery system," says Semsky. "People care about the programing. They don't care how they get it."

The same attitude can be found on the programer side. Gerry Hogan, vp for national sales for Turner Broadcasting Sales, says, "People don't care about the delivery system. When we first started selling cable in 1978, a full 30 minutes of the presentation to media people was on the delivery system. Now, no time is spent explaining cable."

Farrell Reynolds, Turner's vp for eastern regional sales, added, "Madison Avenue is looking for something new under the sun. But what is cable? We are in the circulation business, and advertisers want to reach as many households as possible."

The question: will cable, among the emerging communications technologies, be the medium to deliver the most households?

The question is important enough that the National Cable Television Association, the leading cable trade group, commissioned the Denver-based consulting firm of Browne, Bortz and Coddington to study "The Impact of Competitive Distribution Technologies on Cable Television."

The results of the study were not reassuring. "A large portion of consumer demand for non-broadcast program services," the study reported, "can probably be met by a four or five-channel service, suggesting that multichannel subscription tv (STV), multi-point distribution services (MDS), satellite-fed master antenna systems (SMATV), or direct broadcast satellite (DBS) can capture a significant market share."

The study further predicted that

Is this alternative television programing? Ted Turner's SuperStation is widely respected as being the leader in attracting viewers and advertising dollars to cable programing, but much of Turner's program schedule is made up of well-traveled off-net reruns, such as Eddie Albert and Eva Gabor's *Green Acres* (above left), Fred MacMurray's loveable patriarch in *My Three Sons* (center), and a rebroadcasting of the Jack Nicholson vehicle, *Chinatown*.

multichannel technologies will likely reduce cable penetration by as much as 20%. Using a 200,000 homes market as an example, the report states that even a modest five percent decrease in the basic-cable-to-homes-passed ratio would cause cable revenues and net income to decline by $63 million and $13 million, respectively. The net income loss, the study says, is more than proportional to the loss of subscribers.

Commenting on the study, NCTA president Thomas Wheeler said, "Cable is no longer the only way to eliminate the scarcity of programing options . . . If we don't provide a particular service, others will. Even when we do provide a particular service, others are providing it also in a competitive test of just who can build the most consumer loyalty."

Wheeler noted that the Federal Communications Commision is expected this summer to approve the pending applications for direct broadcast satellite licenses. Two of the three broadcast networks have DBS applications before the FCC. Parts of the country could begin receiving DBS broadcasts by mid-1983, Wheeler noted, even without FCC action.

Oak Industries, which now runs ON-TV as a STV service, has leased four transponders on the Canadian satellite Anik C, which can deliver scrambled pay programing directly to consumers in the Pacific Northwest and northeastern U.S. The study revealed consumer willingness to take DBS over other forms of distribution, including cable.

"A recent poll of consumers," says Wheeler, "showed that 26% were willing to spend $300 for a home satellite dish. That's an overnight penetration equal to what it took the cable industry 30 years to achieve."

The NCTA study also showed that STV services can sustain high subscribership in a market even after the area is wired for cable.

"In new cable builds," Wheeler said, "fully one-third of those who would otherwise be cable subscribers remain STV subscribers. In other words, the percentage of STV subscribers that convert to cable when it becomes available is only 50%."

The development of satellite-fed master antenna systems is also a threat

Just like tv in the '50s

One of cable's biggest lures for advertisers is the prospect of returning to the Golden Age of tv when advertisers could own the program, dictate its content, and use the company's [illegible] place the show on the network of choice in the most preferable time periods.

Increasingly, advertiser-produced programs are filling out the schedules of the cable networks. The examples range from narrowcast experiments to broad-based popular programing not totally unlike traditional over-the-air fare.

One of the more recent examples comes from Campbell Soup Co. through one of its ad agencies, BBDO. The program, called WomanWatch, is the first cable programing effort for both Campbell and BBDO. The pilot of the program was scheduled to run through June on the SuperStation WTBS, and if successful, the program would roll out as a weekly series starting in the fall.

"There are certain programs on over-the-air television that Campbell will not go on," says Paul Mulcahy, managing director of Campbell's CSC Advertising. "Over the past 10 years, our options on broadcast tv have been shrinking. With the cable program [illegible] ing available marketing dollars and delivering a socially responsible property."

The process leading to Campbell's programing venture is characteristic of most advertiser produced shows going to cable. The effort began more than a year ago, with R. Gordon McGovern, president and ceo of Campbell Soup, expressing interest in both cable television as an ad medium and in developing a program with [illegible] appeal to women. At Campbell's instruction, BBDO began screening producers and program developers for ideas. Neither Campbell nor BBDO had a particular program in mind at the time.

After reviewing cooking shows and other topics, Campbell and BBDO selected WomanWatch, a series of profiles of "contemporary women," with pilot segments that covered a Hollywood caterer, a female company commander at West Point, an intern at a city hospital and an interview with two women who write romance novels under the pseudonym of Fern Michaels.

"Campbell opted for this type of program over a food or cooking show," says Jane Fuller, vp-associate media director at BBDO. "The company is trying to expand its image; it is trying to position itself as being more relevant to the lifestyle of the contemporary woman."

In addition to fitting nicely in the marketing strategy of Campbell, the programing venture also accomplished several goals for the company. First, the vehicle allows Campbell to demonstrate, through advertisements running in the Campbell-sponsored program, the wide range of brands under the Campbell umbrella.

"There can be no clutter in this show because Campbell owns the time," says Paul Green, [illegible] for cable and new technologies at BBDO.

BBDO placed the program on WTBS by buying blocks of commercial time in the time periods it desired for the show.

"We bought [illegible] of time on WTBS," says Green, "[illegible] what was leading in. We were concerned with [illegible] that in the interim, we wanted to [illegible] [illegible] picked the [illegible] [illegible] [illegible] The audience would have [illegible]

[illegible] is the transition [illegible] our own show, we can create a [illegible] to cable. An SMATV system functions much like a cable franchise, but uses private instead of public rights of way and services only concentrations of multiple dwelling units.

"Consider for instance the SMATV proposal for Co-Op City, a 15,000 unit complex in (the Bronx) franchise area," said Wheeler. "The financial viability of a (Bronx) cable system that includes Co-Op City is far different from the viability of a system without the 15,000 high density units."

The challenge for the cable industry, as Wheeler sees it, is simple. "We are going to have to become better marketers in order to meet our new competition fairly in the marketplace and hold our own," said the NCTA president. "Selling cable television against MDS or STV is no different than selling Duz against Oxydol."

That challenge, however, might be difficult for the cable industry to meet as it is presently constructed.

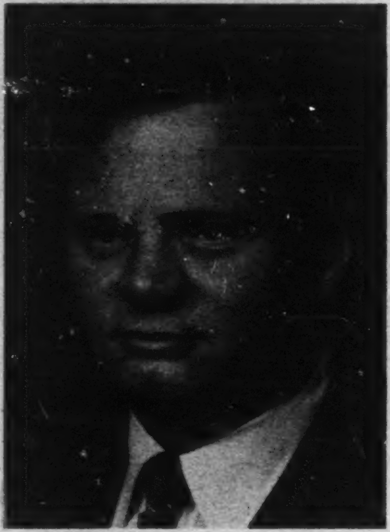
Ira Tumpowsky, vp-group supervisor for cable at Young & Rubicam, the agency that last year claimed it placed over $12 million in cable advertising, says, "The cable operator is not marketing oriented. Programs pop in and out without rhyme or reason. The operators are not being discriminating about their programing formats. The cable system operator — with few exceptions — has not researched what his constituency wants in programing.

"If the operator is a local person from the town, he might have a feel for what the community wants in programing. The MSO's (multi-system operators), however, don't really know what the community wants."

Tumpowsky and others in media agree that it is easy for the cable system operator to want to program premium pay tv services, such as Home Box Office and Showtime. To compete against the other delivery systems, Tumpowsky says, cable must not go after the financial short-term gains from pay services to the exclusion of basic cable programing that is compelling.

"The franchisers will need a little or a lot of each — pay and ad-supported programing," says Tumpowsky. "There must be basic cable programing support or cable won't get into the household to sell the pay services in the first place. The operator must find a middle ground."

But what compelling fare does ad-supported cable programing have to offer? A list of present satellite-delivered ad-supported cable networks is presented on page 41.



Dave Martin of Campbell-Ewald believes that to give up on narrowcasting now is to forego the potential of cable tv.

While cable came onto the scene with the promise of tightly-targeted programing that would attract smaller but more definable and, from an advertising point of view, more desirable audiences, there has developed a growing media perspective that cable is not the land of alternative viewing opportunities.

An all-news network is a new programing format, but is not new programing. The same holds for an all-sports network, an all-weather channel, cultural programing, women's target-casted channels, or health and lifestyle services.

The format may be different than what is available on traditional broadcast tv, and the editorial intergrity of the cable programs in some instances may be loftier than the broadcast counterparts, but with the exception of TeleFrance USA, a foreign language network featuring top-quality French television fare, none of the cable networks have delivered a concept unique to cable.

"What are we cable programers if we are not television?" asks Jeff Lawenda, vp-advertising sales and commercial program development at the USA Cable Network. "We offer desirable programing not available elsewhere, but we are still television. We want to attract as big an audience as possible. To do that, we have to remember that this is television, and people want to be entertained."

USA Cable Network draws high praises from media experts for its ability to put together a programing schedule by daypart. Programing to the available audience has become the cornerstone of the USA programing strategy. That strategy flies in the face of the 24-hour, single subject narrowcast cable networks it competes against for advertising dollars.

"Cable will not have the capacity to change the general availability of people to watch television," says Lawenda. "If women are at home during the day, we must program during those hours for that audience.

"We're also very concerned with audience flow. Once we get a viewer into our schedule, we want to hold onto her through the day and through the week. That's why we have turned to strip scheduling. Our job is to define what society is all about, and then program for that most effectively."

USA Cable Nework made a successful transition from a predominantly sports-oriented service (USA began as Madison Square Garden's network before being bought out by Time Inc., Paramount and MCA) to a broadbased network. This has attracted considerable attention from media buyers and has helped point up the apparent shortcomings of narrowcast programing in its appeal to advertisers.

Mike Samet, manager of media services at Benton & Bowles, says, "The ad-supported cable networks are still mass-oriented. Narrowcasting is not a reality. That's not a question of good or bad. The cable networks are chasing after advertising dollars, and advertising dollars go to the broadest programing."

Is narrowcasting dead before its time?

"People over the past five or six years may have been painting too pretty a picture of what narrowcasting could accomplish," says Reynolds of

Turner sales. "We feeble humans can't consume 100 different channels. The question really becomes: what do viewers want? We know what they want right now. We know what draws viewers — entertainment and sitcoms, news, movies, some PBS-type programing and, if we're all honest about it, X-rated movies late at night."

Adds Turner's Hogan, "Cable is television. It's a delivery system no more unique than the antennas Sears sells. We've offered narrowcast shows on WTBS in the past and they died. We offered an hour primetime of the BBC's best features during 1979. We sold them successfully going in, but we came up short on delivery of audience. The viewers rejected it. If we were to switch from our movie classics to BBC programing tomorrow, our share of audience would drop dramatically. It could turn out that the Cable News Networks is the last of the narrowcast networks."

What then is the magic formula for a successful cable programing venture? According to BBDO's Semsky, "The programing must be an alternative to network tv. It must be narrow in focus, but broad enough in appeal to be economically feasible. And it must be promoted well."

It is precisely the economics of narrowcasting which, according to Backer & Spielvogel's Leff, makes the concept unrealistic.

"The concept of narrowcasting is anathema to the financial underpinnings of broadcasting," says Leff.

> "**The bottom line in cable is the programing, and people think it stinks. Subscribers are bailing out. Basic cable is boring and poorly produced . . . Tuning in a cable program is a last resort, right after Chinese checkers**
>
> **— Steve Leff, Backer & Spielvogel**"

"By definition, narrowcasting means that the programer is aiming at a smaller audience.

"In turn, he will generate less revenue to reach them. Therefore, he can spend less money in his production, and the quality of that production is critical to the project's viability against the quality of regular network programs. As his quality is worse, the narrowcaster can appeal to fewer and fewer viewers. The process keeps winding down in a negative, self-fulfilling prophesy.

"I'm not saying cable is doomed. I'm just saying that in its present form it doesn't make much sense."

However, Leff's economic theory of narrowcasting does not make much sense to Jeffrey Reiss, president and ceo of The Cable Health Network, a new 24-hour "target-casted" lifestyle and health programing service that began cable-casting June 30.

> "**Some programers in the business may not have the financial backing to stay in it long enough to reach profitability. There will be one or two failures this year. When that happens, I fear people will panic and begin to say that that's evidence cable isn't working**
>
> **— Jay James, Doyle Dane Bernbach**"

"Mr. Leff must be the kind of media expert who would have predicted that there could never be a magazine devoted strictly to sports because the audience would be too small," says Reiss, the former president of Viacom's Showtime pay cable service. "The basic economics are this: the price people will pay to advertise in a science magazine is considerably higher on a per-reader basis than the price to run in a general interest magazine like *Reader's Digest*.

"The Cable Health Network has priced itself higher, as well, for the audience we will deliver. We are pricing for the delivered efficiencies. That premium pricing will allow us to do quality productions."

There are others in media who do not agree with Leff's doomsday view of the fate of narrowcasting.

Dave Martin, senior vp-broadcast media for Campbell-Ewald, whose agency has placed clients on both narrowcast and broad-based cable networks, says, "Narrowcasting is not dead. The concept has validity and the wiring of the nation continues even during a bad economic period.

"Narrowcasting allows an advertiser to take advantage of a specific opportunity in the new medium. It requires more thought, more work and more risk. If it works, though, there is nothing on the mass level that will parallel the opportunity of true narrowcasting to a target audience."

Jay James, vp-video technology and programing at Doyle Dane Bernbach, goes even further than Martin in his assessment predicting that the vertical or narrowcast networks will be the first to sell out their ad time.

"The flow of advertising dollars to cable networks will not be equal," says James. "One network will be very effective at delivering its audience and will be able to demonstrate that its programing and the commercials on it are effective with its audience. Once that happens, that network is in a seller's market and will sell out its inventory."

Who might that network be?

"It could very well be MTV, the all-music video service from Warner Amex," said James. "That is a valid concept. It is different. It is unlike anything on conventional tv. Even though it is in a relatively small number of homes, it is getting a decent rating. I think they'll be able to demonstrate a high involvement of their audience. Once they can prove it, advertisers will pounce on it.

"The vertical networks will be the first to sell out. A broad-based network like USA may ultimately sell out as well. It may be harder for USA to prove its audience loyalty, though, because it is programed for a lot of different audiences. Advertisers still say, 'Prove it to me,' and it is easier to prove audience loyalty on a vertical network."

James' predictions of future sellouts on advertising availabilities among some cable networks is tempered, however, by his prediction that at least one of the existing cable networks will declare bankruptcy this year.

"Some programers in the business may not have the financial backing to stay in it long enough to reach profitability," says James. "There will be one or two failures this year. When that happens, I fear that people will panic and begin to say that that's evidence cable isn't working. I don't believe that's the case. I think we can all see the shakeout coming. It's inevitable in new ventures of this magnitude."

> **Madison Avenue is looking for something new under the sun. But what is cable? We are in the circulation business and advertisers want to reach as many households a possible. People over the past five or six years may have been painting too pretty a picture of what narrowcasting could accomplish. We feeble humans can't consume 100 different channels. The question really becomes: what do viewers want?**
>
> **— Farrell Reynolds, Turner Broadcasting System**

James declined to identify the cable networks he believes will fold this year.

Few other media experts agree with James' bankruptcy prediction. Instead, as Martin of Campbell-Ewald says, there will be a re-casting of narrowcast programing under new network umbrellas, and the shakeout process will lead to the development of new cross-media selling packages.

"The cable programing services are not going to fail," says Martin. "Instead, the shakeout process will result in a combining of programing services on previously vertically programed networks. ESPN, for example, might not remain as we know it — an all sports network — but might become more of a mix of the best combinations of narrowcast programing.

"The shakeout may also lead to a greater need for mixing and matching of media services. For instance, Time Inc., if it emerges as the dominant partner at USA, will put together packages transcending traditional media lines. A buy on USA may include a buy in *Time* magazine or another Time Inc. publication. The selling packages can be combined across media lines until the best mix is found for that particular advertiser.

"I have already had offers tying in magazine options to support a cable tv show. It is unsophisticated in its approach now, but it does offer a different method for evaluating the buy.

"But it creates a basic problem: who inside the media department decides? Is it a cable buy? A print buy? Who decides?"

The prospects for a cable programing network bankruptcy has other implications for media buyers. Most major ad agencies are directing their clients into long-term commitments to particular programs. The multi-year buys allow the advertiser to lock in costs at introductory levels, no matter how well or poorly the program may perform. The cornerstone to the long-term buy, however, is the presumption that the program and the programing service will be alive throughout the length of the contract.

"We look at four basic elements when we consider making a cable buy," says Benton & Bowles' Samet. "First we look at their advertising revenues. Second, we want to know their subscriber growth pattern. Next, can we project on the performance of the program? And finally, will the programing service survive?

"We don't want to make a long-term buy on a property that may not be around longterm. Who are the players involved?

"Does it have proper capitalization? When we make a buy, we want something beyond a single program. We want something that will go on more than a day, or a week or a year."

For some agencies, making the long-term buy is a basic criterion for getting an advertiser into cable.

Charles Bachrach, senior vp-associate broadcast director at Ogilvy & Mather, says, "We have four criteria for advertising in cable. First, we want a long-term, multi-year deal. That is the rule, not the exception. Second, we will provide seed money for new programing ventures, but there must be a pay-out for our clients somewhere down the road.

"Third, we want to own the program and not just make scatter buys. And finally, the cable program must represent an opportunity not already available through regular broadcast television."

Bachrach says O&M has placed cable buys into the regular media planning process, but he cautions against diving head first into the cable waters.

"Everyone in media is running to this fog, this maze called cable," says Bachrach. "We should all be crawling, not running. Agencies are buying headlines when they buy cable. It is a headline buy, not a media buy."

> **The advertising-supported cable networks are still mass-oriented. Narrowcasting is not a reality. That's not a question of good or bad, just what is. The cable networks are chasing after advertising dollars, and advertising dollars go to the broadest programing . . .**
>
> **— Mike Samet, Benton & Bowles**

BBDO's Semsky disagrees with Bachrach. "The only ones buying headlines," says Semsky, "are the ones accusing others of trying to buy headlines. How are you supposed to find the opportunities in cable unless you're in the game?"

Craig Reiss

THE TOP 200 BRANDS

11th ANNUAL REPORT on national advertising expenditures by each brand in each of eight major media in 1981 and 1980

Key advertising decision makers for each brand in company marketing and agency media departments

---

Alphabetical index of the 200 most-advertised brands in the U.S.

Total expenditures of the Top 200 in 1978, 1979, 1980 and 1981

Analysis of major trends among the Top 200 Brands

BEST AVAILABLE COPY

Introduction to Top 200 Advertised Brands Directory

This report is the eleventh annual report by *Marketing & Media Decisions* of major brand activity, brand expenditures in each of the eight major media and the key media decision-makers for each brand in the company and at their advertising agencies. Almost half the total dollars invested by national advertisers in the eight major national media (magazines, supps, newspapers, network tv, spot tv, network radio, spot radio, outdoor) are covered.

Immediately below is an alphabetical index of brands giving the numerical position of each brand, ranked in order of total expenditures in two sections of the report. The first section shows brand, parent company, categories in which the brand spent most of its dollars, and total expenditures in each year 1978, 1979, 1980, 1981.

The second section gives individual media expenditures for each brand in 1980 and 1981, categories in which brand was most active (as defined by Leading National Advertisers), principal agencies, media decision-makers in companies and agencies.

The data is a special compilation by *Decisions* of best available expenditure estimates by Leading National Advertisers (LNA), Publishers Information Bureau (PIB), Broadcast Advertisers Reports (BAR), Media Records, Inc., Radio Expenditure Reports (RER), Radio Advertising Bureau (RAB), Institute of Outdoor Advertising and *Decisions* estimates. We have organized the data by basic brand names and combined variations of brand to make as complete a report as possible of competitive brand dollars.

Alphabetical index of brands and brand profiles

ABC	75
AT&T/Bell	5
Aim	151
Alka-Seltzer	131
Allstate	130
American Airlines	40
American Dairy	159
American Express	35
American Motors	87
Amtrak	187
Anacin	45
Aqua-fresh	126
Bayer	108
Benson & Hedges	63
Betty Crocker	137
Bic	192
Birds Eye	92
Brim	188
Budweiser	20
Bufferin	141
Buick	42
Burger King	32
Busch	193
CBS TV/Radio	80
Cadillac	60
Cambridge	111
Camel	68
Campbell's	117
Canon	72
Carlton	83
Century/21	158
Cheerios	195
Chef Boy-Ar-Dee	183
Chevrolet	7
Chrysler	15
Clairol	36
Clorox	94
Coca-Cola	37
Colgate	86
Columbia Pictures	53
Columbia Records	107
Comtrex	164
Coors	84
Cover Girl	113
Crest	39
Crisco	133
Datsun	14
De Beers	189
Delta	54
Dial	122
Dodge	19
Dr Pepper	175
Dristan	116
Du Pont	52
Duncan Hines	136
Duracell	180
Eastern Airlines	47
Eveready	112
Excedrin	149
Exxon	50
Federal Express	154
Florida Citrus	165
Folger's	97
Ford	4
Franklin Mint	103
Fresh Start	194
Gallo	129
GE	17
General Motors	64
Gaines	181
Gillette	76
Goodyear	95
Gulf	139
Hallmark	196
Hanes	200
Hawaiian Punch	153
Head & Shoulders	163
Hershey	140
High Point	125
Holiday inn	172
Honda	28
IBM	78
Ivory	110
Jell-O	69
Johnson's (J&J)	67
Johnson's (S.C.)	161
K-Mart	2
K-Tel	157
Kal Kan	191
Kellogg's	12
Kenner	119
Kent	26
Kentucky Fried	61
Kleenex	144
Kodak	21
Kool	146
Kool-Aid	105
Kotex	102
Kraft	11
L'eggs	178
Levi's	123
Lincoln	184
Lipton	65
Long John Silver	143
Lowenbrau	134
Luv's	162
Lysol	155
Marlboro	23
Mattel	49
Maxwell House	41
Maybelline	89
Mazda	101
McDonald's	9
Mennen	174
Mercury	43
Merit	16
Michelob	44
Midas	156
Miller	13
Milton Bradley	124
Minolta	167
Minute Maid	170
Mobil	104
More	46
NBC	74
Nabisco	81
Natural Light	145
Nestle's	71
Newport	142
Now	66
Oil of Olay	58
Oldsmobile	29
Pabst	135
Pampers	147
Paramount	150
Penney	3
Pepsi-Cola	27
Pert	198
Phillips	138
Pillsbury	62
Pizza Hut	109
Playtex	96
Plymouth	82
Polaroid	51
Pontiac	33
Post	38
Prep H	185
Prudential	199
Purina	22
Quaker	176
RCA	25
Ragu	177
Red Lobster	100
Renault	190
Revlon	91
Safeway	120
Salem	31
Sanka	106
Schlitz	90
Seagram's	55
Sears	1
Seven-Up	56
Shell	127
Silkience	132
Sony	85
Stayfree	160
Stouffer's	171
Subaru	128
TWA	57
Tab	173
Taster's Choice	166
Texaco	115
Tide	152
Time-Life	79
Topol	197
Toyota	10
Triumph	169
True	182
True Value	118
TV Guide	179
Tylenol	59
20th Century	121
U.S. Army	114
United Airlines	34
United Artists	99
Universal City	93
Vantage	24
Vicks	73
Virginia Slims	77
Volkswagen	30
Walt Disney	168
Wards	6
Warner	70
Wendy's	98
Whirlpool	186
Winston	18
Woolco	8
Wrigley	48
Xerox	88
Zenith	148

BEST AVAILABLE COPY

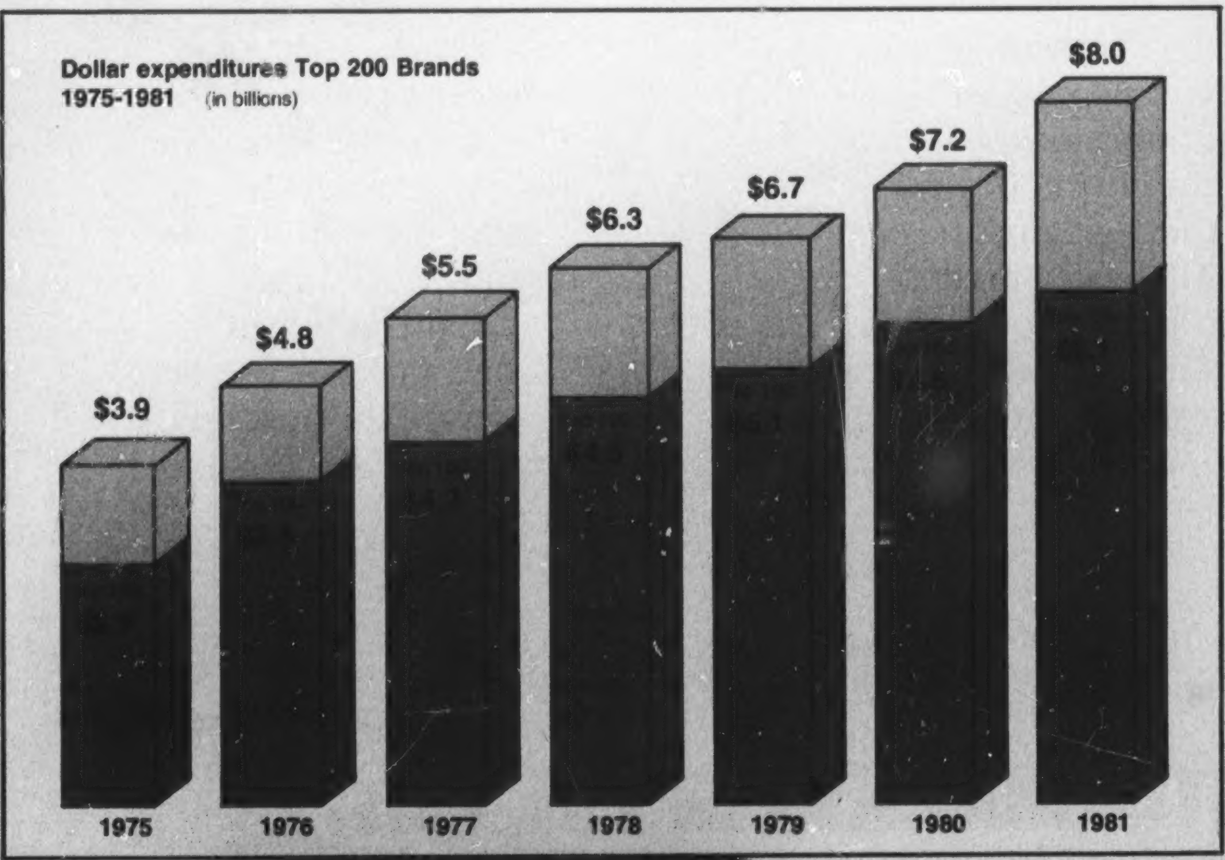
Trends among top 200 brands

Budget boosts among the top 200 brands in 1981 was 10% on average. This was less than in the pre-recession years of 1976 (up 27.5%), 1977 (up 17%), 1978 (up 15%) among the most advertised brands. But it was about the same as in 1979 and 1980. The increase in media expenditures of the top 200 more than matched price increases — budgets up 11.7%, prices up 9.3%. This represented a small, real increase in amount of advertising used. It represented more than a holding action (at higher prices) in a doubtful year over-all, with most advertisers going ahead boldly — some holding back.

20 brands were added to the top 100 list in 1981. They were: Amtrak, Bic, Cheerios, Comtrex, Eveready, De Beers, Duracell, Federal Express, Fresh Start, Hanes, Hawaiian Punch, Kal Kan, Hershey, Mennen, Newport, Paramount, Prudential, Silkience, Taster's Choice, Topol. Among them were four (Cheerios, Paramount, Taster's Choice, Hawaiian Punch) that had been on the list in previous years, but were drop-outs in 1980.

Entry fee required to be listed as one of the top 200 advertised brands rose from $13,658,000 in 1980 to $14,332,000 in 1981. The average increase to make the list was 5% over the year before.

Ten leaders stayed at the top of the list, with minor shifts in position. Of the top 25, 22 were the same in 1981 as in 1980. Moving down the list, but still within the top 31 were Salem, Kent and Pepsi. Their replacements in the top 25 were Winston, RCA and Dodge. Leading the pack were the five largest chains, four domestic automotive leaders (Ford, Chevrolet, Chrysler, Dodge), two auto importers (Toyota and Datsun), food and drink marketers (McDonald's, Kraft, Kellogg, Miller, Budweiser, Ralston), cigarettes



BEST AVAILABLE COPY

Trends among top 200 brands

(Merit, Winston, Marlboro, Vantage), appliances (GE and RCA), AT&T, Kodak.

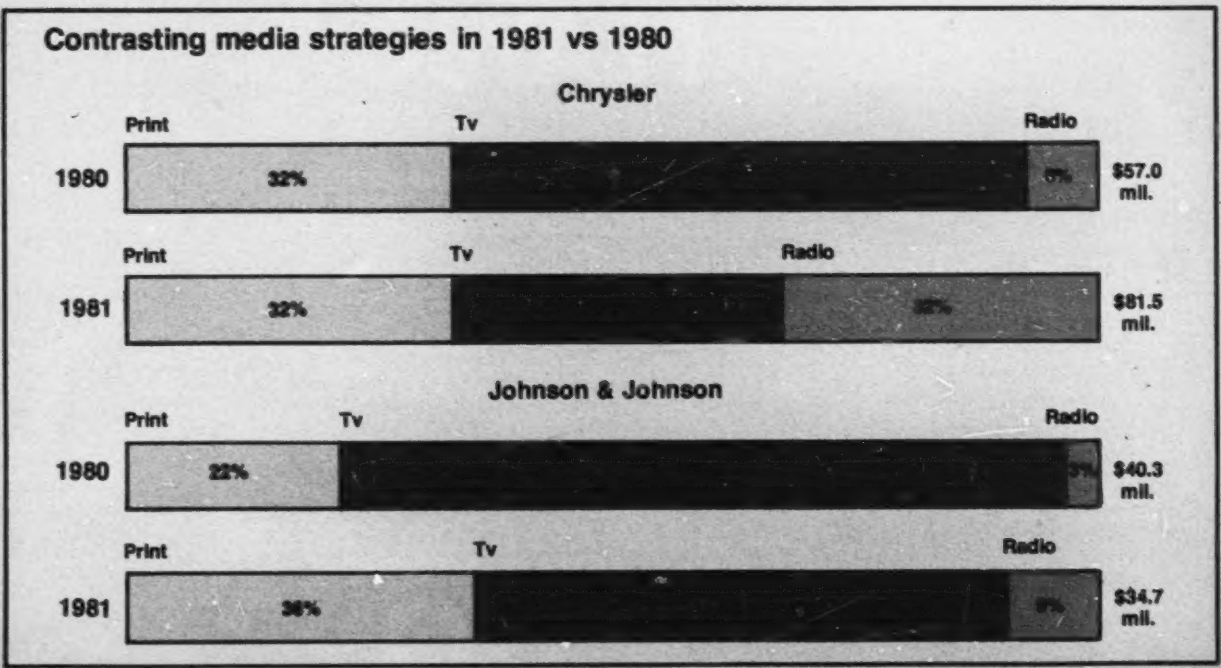
The drop-outs in 1981 were: Alberto, Arco, Black & Decker, Blue Cross, Bounce, Carte Blanche, Contac, Dexatrim, Doral, Downy, Fiat, Ken-L Ration, Oscar Mayer, Parker Bros., Porcelana, Secret, Swift, Texize, Timex, Viceroy. Seven of the drop-outs were in-and-outers — they had come on the list in 1980, then dropped out in 1981: Arco, Black & Decker, Carte Blanche, Dexatrim, Doral, Oscar Mayer, Porcelana.

Conspicuous by their absence were the giant financial advertisers (the insurance companies, banks, diversified Wall Street houses). Only two were among the top 200 advertisers: Allstate and Prudential. If the current rate of activity in the financial markets continues, there will be more of them in the top 200 in 1982.

Share of total expenditures in the eight major media that the top 200 brands accounted for in 1981 was 46%. The eight media total for the top 200 was $8,028,258,000. Expenditures in national time and space in the eight media by all advertisers was $17,102,000,000. If you get even more exclusive and just look at the top 100 brands, you get an eight media expenditure of $6,087,803,000 — about 35% of all dollars in those national media.

What's a brand? We'll never get everybody to agree on what should be defined as a brand, but we're getting closer. This is the eleventh annual top brand expenditure report, and it's accepted now as official. We have also over the years incorporated reader requests into the reports. The basic definition we go by is "all advertising put behind a brand name:" Post cereals, for example, out of General Foods; the varied food products marketed under the Kraft label; the paints, apparel, fabrics, auto accessories and other manufactured products sold under the Du Pont banner; everything advertised as a Sears product; many types of insurance; but Camel cigarettes by itself (R. J. Reynolds)

Large budget jumps were made by Michelob (plus 33%), Mattel (plus 68%), Exxon (plus 113%), Sony (plus 55%), Mobil (plus 37%), Silkience (plus 66%), Hershey (plus 25%), Newport (up 186%), Federal Express (up 107%).



Contrasting media strategies in 1981 vs 1980

Top 200 Millionaire Brands 1978-1979-1980-1981

BRAND NAME (AND PARENT COMPANY)	CLASSIFICATION	1978	1979	1980	1981
1. **Sears** (Sears Roebuck)	Retail	$ 501,450,000	$ 405,835,000	$ 474,390,000	$ 505,372,000
2. **K-Mart** (K-Mart)	Retail	231,245,000	244,365,000	274,495,000	301,096,000
3. **Penney's** (J.C. Penney)	Retail	245,623,000	250,979,000	249,754,000	269,621,000
4. **Ford** (Ford Motor)	Cars, trucks	163,184,000	175,264,000	197,763,000	223,505,000
5. **AT&T/Bell**	Communications	68,359,000	93,050,000	136,515,000	171,783,000
6. **Wards** (Mobil Corp.)	Retail	149,794,000	159,821,000	166,600,000	170,940,000
7. **Chevrolet** (General Motors)	Cars, trucks	150,924,000	161,123,000	138,741,000	156,465,000
8. **Woolco** (F.W. Woolworth)	Retail	113,416,000	131,886,000	135,285,000	141,796,000
9. **McDonald's** (McDonald's Corp.)	Restaurants	118,016,000	142,569,000	130,862,000	134,046,000
10. **Toyota** (Toyota Motors)	Cars, trucks	70,110,000	67,203,000	91,797,000	121,232,000
11. **Kraft** (Dart-Kraft)	Cooking, dairy, prepared foods	72,192,000	74,470,000	77,[illegible]5,000	96,902,000
12. **Kellogg's** (Kellogg Co.)	Cereals	67,293,000	79,528,000	[illegible]	90,696,000
13. **Miller** (Philip Morris)	Beer	50,444,000	59,237,000	76,23[illegible],000	86,108,000
14. **Datsun** (Nissan Motors)	Cars, trucks	61,818,000	65,477,000	65,711,000	82,529,000
15. **Chrysler** (Chrysler Corp.)	Cars	55,592,000	47,170,000	57,035,000	81,515,000
16. **Merit** (Philip Morris)	Cigarettes	43,806,000	51,777,000	55,640,000	75,228,000
17. **GE** (General Electric)	Appliances, radio tv	52,944,000	62,701,000	71,896,000	69,998,000
18. **Winston** (R.J. Reynolds)	Cigarettes	38,573,000	59,230,000	48,344,000	67,655,000
19. **Dodge** (Chrysler Corp.)	Cars	75,396,000	62,640,000	50,271,000	67,067,000
20. **Budweiser** (Anheuser-Busch)	Beer	28,719,000	36,518,000	49,032,000	67,037,000
21. **Kodak** (Eastman Kodak)	Cameras, film	53,325,000	60,090,000	54,400,000	65,126,000
22. **Purina** (Ralston Purina)	Pet foods, feeds, pest control	62,394,000	76,890,000	78,824,000	63,905,000
23. **Marlboro** (Philip Morris)	Cigarettes	43,180,000	45,388,000	48,678,000	59,356,000
24. **Vantage** (R.J. Reynolds)	Cigarettes	30,269,000	46,176,000	56,689,000	58,393,000
25. **RCA** (RCA)	Tv sets, records	34,582,000	30,541,000	31,695,000	57,687,000

Sources

Consumer magazines and supps: data summarized from the PIB Magazine Analysis prepared by Leading National Advertisers (LNA) of actual linage run in those media. Expenditures are based on current one-time gross rates before discounts. Rates for national full-run insertions are based on ad size and coloration. Rates for regional and less than full-run insertions are determined by LNA editors on circulation and rates supplied by the magazines. Covered are almost 100 consumer magazines and three national supps, plus tear sheets of over 1,500 regional editions a year.

Newspapers: data compiled by Media Records, which measured every ad in 221 daily and Sunday newspapers. Actual linage is multiplied by the one-time general open line rate as of January 1981. Dollar estimates include newspaper supps, preprinted inserts, comics, rotogravure, all color ads. Data is estimated to cover 82% of national newspaper linage. *Marketing & Media Decisions* has added estimates of local expenditures in newspapers by the five leading chain retailers because the extent of their operations makes their brands, in effect, "nationally" advertised as well as distributed.

Network tv and network radio: data secured by Broadcast Advertisers Reports (BAR), which monitors all network broadcasts except those of the Mutual radio network. Material is collected on audio tape and then translated into a sequential listing. Network tv and network radio rates are based on estimates provided by the three networks of per-minute cost for time and talent.

Spot tv: data secured by Broadcast Advertisers Reports (BAR) from listening posts in 75 top markets that monitor 278 stations for one week each month. These weekly records are projected to estimates of monthly spot tv usage. Spot tv rates are applied from a station rate deck that is constantly updated by agency buyers. The estimates represent about 90% of the dollars in spot tv.

Spot radio: data generated by Radio Expenditure Reports (RER) is calculated from a sample of 800 stations in 150 markets. RER's sources are 11 radio reps handling station groups which supply quarterly computer runs by station, by market, by brand of spots aired — plus similar reports from stations in 150 markets. Expenditures are projected to an adjusted national gross figure based on a formula provided by Radio Advertising Bureau (RAB). Estimates cover about 80% of total national spot radio.

Outdoor: data is based on information submitted to Leading National Advertisers (LNA) at the request of the Institute of Outdoor Advertising by outdoor plant operators in markets of 100,000 population or over. Covered is about 80% of total national outdoor advertising expenditures.

Brand dollar estimates are retabulated by *DECISIONS* by major brand name from the data just described. This represents the one place where the data from all these sources are presented together. The brand data in greater detail is also available from each of the organizations that compile the data. Leading National Advertisers publishes detailed listings of the information on magazines, supps, network tv, spot tv, network radio, and outdoor. References to LNA classifications are provided throughout this report for further reference in LNA's reports: Company/Brand $; Class/Brand $.

Top 200 Millionaire Brands 1978-1979-1980-1981

BRAND NAME (AND PARENT COMPANY)	CLASSIFICATION	1978	1979	1980	1981
26. **Kent** (Loews)	Cigarettes	$ 42,184,000	$ 55,205,000	$ 56,063,000	$ 55,276,000
27. **Pepsi-Cola** (PepsiCo)	Soft drinks	45,819,000	57,186,000	55,001,000	53,751,000
28. **Honda** (American Honda Motors)	Cars, cycles	31,645,000	26,592,000	36,557,000	52,140,000
29. **Oldsmobile** (General Motors)	Cars	33,904,000	29,195,000	41,673,000	52,062,000
30. **Volkswagen** (Volkswagenwerk)	Cars, trucks	33,395,000	30,915,000	46,063,000	50,476,000
31. **Salem** (R.J. Reynolds)	Cigarettes	39,620,000	48,193,000	66,831,000	48,811,000
32. **Burger King** (Pillsbury)	Restaurants	36,607,000	45,109,000	45,075,000	48,797,000
33. **Pontiac** (General Motors)	Cars	39,565,000	37,686,000	36,664,000	48,698,000
34. **United Airlines** (UAL)	Passenger travel	40,467,000	37,008,000	47,377,000	47,497,000
35. **American Express** (Amer. Ex.)	Financial, travel	36,999,000	33,811,000	37,723,000	47,310,000
36. **Clairol** (Bristol-Myers)	Hair products, toiletries	53,338,000	59,737,000	47,487,000	46,944,000
37. **Coca-Cola** (Coca Cola Co.)	Soft drinks	40,956,000	46,364,000	44,988,000	46,879,000
38. **Post** (General Foods)	Cereals	32,077,000	28,298,000	33,390,000	45,956,000
39. **Crest** (Procter & Gamble)	Toothpaste	23,144,000	26,682,000	28,649,000	45,888,000
40. **American** (American Airlines)	Passenger travel	25,267,000	29,132,000	41,958,000	45,661,000
41. **Maxwell House** (General Foods)	Coffee	34,011,000	51,011,000	45,090,000	45,609,000
42. **Buick** (General Motors)	Cars	45,618,000	36,114,000	39,931,000	45,216,000
43. **Mercury** (Ford Motors)	Cars	34,446,000	30,870,000	45,534,000	45,107,000
44. **Michelob** (Anheuser-Busch)	Beer	19,061,000	33,765,000	33,623,000	44,847,000
45. **Anacin** (Amer. Home Products)	Medicines	34,290,000	39,671,000	43,513,000	44,641,000
46. **More** (R.J. Reynolds)	Cigarettes	17,303,000	12,178,000	16,449,000	44,106,000
47. **Eastern** (Eastern Airlines)	Passenger travel	22,326,000	29,126,000	40,182,000	43,486,000
48. **Wrigley** (Wm. Wrigley Jr.)	Gum	40,415,000	43,516,000	35,617,000	43,275,000
49. **Mattel** (Mattell Inc.)	Toys	27,615,000	26,267,000	25,436,000	41,782,000
50. **Exxon** (Exxon Inc.)	Gasoline, oil, tires	28,592,000	15,228,000	19,549,000	41,512,000
	Top 50 totals	**$3,441,312,000**	**$3,598,787,000**	**$3,914,197,000**	**$4,460,785,000**
51. **Polaroid** (Polaroid)	Cameras, film	$ 40,955,000	$ 38,241,000	$ 37,334,000	$ 40,527,000
52. **Du Pont** (E.I. duPont)	Paint, fabrics, auto access.	19,423,000	34,166,000	40,609,000	39,985,000
53. **Columbia** (Columbia Pictures)	Motion pictures	14,249,000	24,073,000	36,317,000	39,831,000
54. **Delta** (Delta Airlines)	Passenger travel	26,370,000	29,832,000	34,897,000	39,772,000
55. **Seagram's** (Seagram)	Liquor	41,627,000	43,151,000	42,366,000	39,128,000
56. **Seven-Up** (Philip Morris)	Soft drinks	21,528,000	28,589,000	31,927,000	37,923,000
57. **TWA** (Trans World Airlines)	Passenger travel	23,422,000	25,887,000	34,492,000	37,269,000
58. **Oil of Olay** (Richardson-Vicks)	Cosmetics	18,096,000	15,542,000	31,738,000	37,171,000
59. **Tylenol** (Johnson & Johnson)	Medicines	16,988,000	23,670,000	26,495,000	36,766,000
60. **Cadillac** (General Motors)	Cars	17,856,000	23,650,000	25,137,000	36,669,000
61. **Kentucky Fried Chicken** (Heublein)	Restaurants	29,511,000	32,633,000	30,998,000	36,551,000
62. **Pillsbury** (Pillsbury)	Bakery, cooking, prepared foods	28,878,000	39,615,000	32,834,000	36,480,000
63. **Benson & Hedges** (Philip Morris)	Cigarettes	30,056,000	30,630,000	30,773,000	35,871,000
64. **General Motors** (General Motors)	Corporate	31,360,000	50,624,000	39,554,000	35,211,000
65. **Lipton** (Thom. J. Lipton, Inc.)	Prepared foods, beverage, cooking	22,060,000	27,566,000	30,933,000	35,111,000
66. **Now** (R.J. Reynolds)	Cigarettes	9,313,000	10,057,000	45,578,000	35,002,000
67. **J&J** (Johnson Baby Prods.)	Baby products	35,180,000	35,734,000	40,298,000	34,704,000
68. **Camel** (R.J. Reynolds)	Cigarettes	34,049,000	40,679,000	31,165,000	34,269,000
69. **Jell-O** (General Foods)	Desserts	21,374,000	28,073,000	28,897,000	34,009,000
70. **Warner** (Warner Communications)	Amusements	21,670,000	21,792,000	32,766,000	33,481,000

Top 200 Millionaire Brands 1978-1979-1980-1981

BRAND NAME (AND PARENT COMPANY)	CLASSIFICATION	1978	1979	1980	1981
71. **Nestle's** (Nestle)	Confectionery, beverages, cooking	$ 42,207,000	$ 46,169,000	$ 34,501,000	$ 33,278,000
72. **Canon** (Canon Inc.)	Cameras	11,816,000	18,012,000	28,244,000	33,225,000
73. **Vicks** (Richardson-Vicks)	Medicines	22,588,000	21,679,000	23,509,000	32,565,000
74. **NBC** (RCA Corp.)	Tv, radio stations	21,367,000	26,533,000	33,285,000	32,515,000
75. **ABC** (American Broadcasting)	Tv, radio stations	28,890,000	31,572,000	36,972,000	32,145,000
76. **Gillette** (Gillette)	Personal hygiene, hair care	30,174,000	31,160,000	34,135,000	31,885,000
77. **Virginia Slims** (Philip Morris)	Cigarettes	10,366,000	19,882,000	21,078,000	31,523,000
78. **IBM** (Intl. Business Machines)	Office machines	21,485,000	26,567,000	24,427,000	31,215,000
79. **Time-Life** (Time, Inc.)	Books, records, magazines	31,595,000	41,563,000	28,219,000	30,879,000
80. **CBS** (CBS, Inc.)	Tv, radio stations	22,233,000	30,729,000	30,033,000	30,635,000
81. **Nabisco** (Nabisco)	Bakery, prepared foods, confectionery	22,349,000	24,662,000	27,317,000	30,508,000
82. **Plymouth** (Chrysler Corp.)	Passenger cars	40,405,000	18,265,000	28,606,000	30,397,000
83. **Carlton** (American Brands)	Cigarettes	20,041,000	33,402,000	30,433,000	30,257,000
84. **Coors** (Adolph Coors Co.)	Beer	12,006,000	18,017,000	24,738,000	29,819,000
85. **Sony** (Sony Corp.)	Tv sets, phonographs	12,727,000	20,610,000	19,247,000	29,697,000
86. **Colgate** (Colgate-Palmolive)	Personal hygiene, soaps, polishes	21,567,000	26,097,000	23,387,000	29,691,000
87. **American** (Amer. Motors)	Passenger cars	44,781,000	48,971,000	31,148,000	29,588,000
88. **Xerox** (Xerox Corp.)	Office machines	17,218,000	15,165,000	21,148,000	29,532,000
89. **Maybelline** (Schering-Plough)	Cosmetics	22,743,000	25,657,000	26,245,000	29,473,000
90. **Schlitz** (Jos. Schlitz)	Beer	40,910,000	44,292,000	28,817,000	29,402,000
91. **Revlon** (Revlon)	Cosmetics, hair care	27,526,000	29,547,000	28,940,000	28,871,000
92. **Birds Eye** (General Foods)	Fruits, vegetables, prepared foods	20,883,000	24,885,000	20,276,000	28,237,000
93. **Universal City** (MCA, Inc.)	Motion pictures	21,075,000	20,753,000	30,939,000	27,598,000
94. **Clorox** (Clorox Co.)	Laundry preparations	17,118,000	16,612,000	18,611,000	27,578,000
95. **Goodyear** (Goodyear)	Tires	17,937,000	20,458,000	18,947,000	27,570,000
96. **Playtex** (Esmark)	Bras, girdles, feminine hygiene	28,813,000	19,922,000	19,078,000	27,469,000
97. **Folger's** (Procter & Gamble)	Coffee	31,903,000	34,392,000	27,676,000	27,209,000
98. **Wendy's** (Wendy's International)	Restaurants	19,402,000	20,249,000	20,555,000	26,375,000
99. **United Artists** (Transamerica Corp.)	Motion pictures	11,892,000	20,097,000	14,168,000	26,338,000
100. **Red Lobster** (General Mills)	Restaurants	11,490,000	13,957,000	17,882,000	25,814,000
	Top 100 totals	**$4,650,784,000**	**$4,922,867,000**	**$5,371,866,000**	**$6,087,803,000**
101. **Mazda** (Toyo Kogyo)	Cars, trucks	$ 20,599,000	$ 28,427,000	$ 30,918,000	$ 25,552,000
102. **Kotex** (Kimberly-Clark)	Feminine hygiene	14,660,000	12,012,000	25,072,000	25,336,000
103. **Franklin Mint** (Franklin Mint)	Mail order	18,877,000	18,791,000	23,503,000	25,258,000
104. **Mobil** (Mobil Oil)	Gasoline, oil	19,250,000	17,948,000	18,392,000	25,245,000
105. **Kool-Aid** (General Foods)	Soft drinks	21,293,000	23,264,000	22,254,000	24,951,000
106. **Sanka** (General Foods)	Coffee	14,241,000	21,552,000	33,428,000	24,769,000
107. **Columbia** (CBS)	Records	31,674,000	29,154,000	29,918,000	24,655,000
108. **Bayer** (Sterling Drug)	Medicines	22,510,000	25,072,000	23,519,000	24,650,000
109. **Pizza Hut** (PepsiCo)	Restaurants	14,335,000	14,411,000	18,262,000	24,574,000
110. **Ivory** (Procter & Gamble)	Soaps	24,457,000	27,811,000	26,584,000	24,563,000
111. **Cambridge** (Philip Morris)	Cigarettes	—	31,863,000	31,860,000	24,542,000
112. **Eveready** (Union Carbide)	Batteries	10,650,000	21,529,000	23,285,000	24,475,000
113. **Cover Girl** (Noxell)	Cosmetics	19,579,000	22,632,000	24,042,000	24,333,000
114. **U.S. Army** (U.S. Army Recruit. Serv.)	Recruitment	13,405,000	16,680,000	21,134,000	24,239,000
115. **Texaco** (Texaco)	Gas, oil	13,768,000	14,660,000	21,975,000	24,095,000

Top 200 Millionaire Brands 1978-1979-1980-1981

BRAND NAME (AND PARENT COMPANY)	CLASSIFICATION	1978	1979	1980	1981
116. **Dristan** (Amer. Home Products)	Medicines	$ 20,086,000	$ 24,262,000	$ 21,186,000	$ 23,796,000
117. **Campbell's** (Campbell Soup)	Prepared foods, vegetables	18,660,000	21,174,000	18,684,000	23,644,000
118. **True Value** (Cotter & Co.)	Hardware stores	11,462,000	19,394,000	20,676,000	23,602,000
119. **Kenner** (General Mills)	Toys	19,840,000	25,289,000	18,259,000	23,522,000
120. **Safeway** (Safeway Stores)	Retail	16,896,000	18,709,000	18,291,000	23,419,000
121. **20th Century** (20th Century-Fox)	Motion pictures	16,273,000	21,944,000	19,937,000	22,727,000
122. **Dial** (Greyhound Corp.)	Soap	5,696,000	14,124,000	17,694,000	22,660,000
123. **Levi's** (Levi-Strauss)	Apparel	14,165,000	29,437,000	28,736,000	22,598,000
124. **Milton Bradley** (Milton Bradley)	Games	11,697,000	26,664,000	20,708,000	22,309,000
125. **High Point** (Procter & Gamble)	Coffee	1,218,000	12,258,000	24,476,000	21,884,000
126. **Aqua-fresh** (Beecham)	Toothpaste	2,985,000	19,305,000	21,254,000	21,620,000
127. **Shell** (Shell Oil)	Gasoline, oil	16,243,000	23,427,000	17,743,000	21,466,000
128. **Subaru** (Fuji Industries)	Passenger cars	11,305,000	17,271,000	15,914,000	21,422,000
129. **Gallo** (E&J Gallo)	Wines	14,883,000	16,859,000	22,163,000	21,293,000
130. **Allstate** (Sears Roebuck)	Insurance	18,541,000	18,953,000	20,990,000	21,280,000
131. **Alka-Seltzer** (Miles Labs.)	Medicines	21,431,000	24,259,000	19,502,000	21,180,000
132. **Silkience** (Gillette Co.)	Lotion	6,063,000	12,587,000	12,589,000	20,912,000
133. **Crisco** (Procter & Gamble)	Cooking products	15,806,000	17,175,000	21,486,000	20,885,000
134. **Lowenbrau** (Philip Morris)	Beer	16,483,000	17,242,000	19,522,000	20,788,000
135. **Pabst** (Pabst Brewing)	Beer	19,980,000	18,586,000	19,842,000	20,755,000
136. **Duncan Hines** (Procter & Gamble)	Baking mixes	18,177,000	12,642,000	17,135,000	20,648,000
137. **Betty Crocker** (General Mills)	Prepared foods	39,935,000	34,364,000	22,470,000	20,628,000
138. **Phillips** (Phillips Petroleum)	Gasoline, oil	11,201,000	15,032,000	17,040,000	20,591,000
139. **Gulf** (Gulf Oil)	Gasoline, oil	14,245,000	11,375,000	17,262,000	20,552,000
140. **Hershey** (Hershey Foods)	Food ingredients, candy	9,404,000	13,940,000	15,466,000	20,372,000
141. **Bufferin** (Bristol-Myers)	Medicine	14,183,000	14,818,000	14,430,000	20,321,000
142. **Newport** (Loews Corp.)	Cigarettes	14,137,000	10,354,000	7,087,000	20,310,000
143. **Long John Silver** (Jerrico, Inc.)	Restaurants	6,798,000	12,391,000	16,054,000	20,166,000
144. **Kleenex** (Kimberly-Clark)	Paper products	8,756,000	11,137,000	14,669,000	20,036,000
145. **Natural Light** (Anheuser-Busch)	Beer	—	17,586,000	20,740,000	20,018,000
146. **Kool** (BAT Industries)	Cigarettes	33,851,000	28,849,000	31,755,000	19,886,000
147. **Pampers** (Procter & Gamble)	Infantwear	18,859,000	21,953,000	19,087,000	19,834,000
148. **Zenith** (Zenith Radio)	Radio, tv sets	18,295,000	18,748,000	17,319,000	19,785,000
149. **Excedrin** (Bristol-Myers)	Medicines	16,096,000	15,959,000	17,297,000	19,603,000
150. **Paramount** (Gulf & Western)	Motion pictures	13,493,000	19,676,000	10,001,000	19,561,000
	Top 150 totals	**$5,427,225,000**	**$5,906,416,000**	**$6,403,476,000**	**$7,203,113,000**

151. **Aim** (Lever Bros.)	Toothpaste	$ 13,825,000	$ 15,596,000	$ 16,031,000	$ 19,204,000
152. **Tide** (Procter & Gamble)	Detergent	16,477,000	17,912,000	17,312,000	18,713,000
153. **Hawaiian Punch** (R.J. Reynolds)	Soft drinks	11,814,000	10,708,000	12,480,000	18,639,000
154. **Federal Express** (Federal Express)	Air cargo	4,575,000	7,179,000	9,001,000	18,577,000
155. **Lysol** (Sterling Drug)	Disinfectant, cleaners	19,964,000	21,334,000	19,288,000	18,584,000

Top 200 Millionaire Brands 1978-1979-1980-1981

BRAND NAME (AND PARENT COMPANY)	CLASSIFICATION	1978	1979	1980	1981
156. **Midas** (IC Industries)	Auto accessories	$ 13,189,000	$ 15,205,000	$ 17,206,000	$ 18,563,000
157. **K-Tel** (K-Tel International)	Records, tapes, books	15,656,000	15,386,000	17,024,000	18,344,000
158. **Century/21** (Century/21)	Real estate	15,608,000	21,402,000	16,691,000	18,337,000
159. **American Dairy** (Amer. Dairy Assoc.)	Dairy products	12,800,000	15,229,000	16,974,000	18,324,000
160. **Stayfree** (Johnson & Johnson)	Feminine hygiene	12,120,000	12,695,000	14,420,000	18,250,000
161. **Johnson's products** (S.C. Johnson)	Cleaners, laundry products	15,455,000	14,309,000	16,986,000	18,030,000
162. **Luv's** (Procter & Gamble)	Infant wear	2,342,000	8,172,000	18,262,000	17,982,000
163. **Head & Shoulders** (Procter & Gamble)	Shampoos	10,299,000	13,081,000	15,685,000	17,813,000
164. **Comtrex** (Bristol-Myers)	Cold remedy	5,763,000	12,159,000	12,010,000	17,669,000
165. **Florida Citrus** (Flor. Citrus Comm.)	Fruits	13,971,000	12,798,000	16,746,000	17,356,000
166. **Taster's Choice** (Nestle)	Coffee	8,095,000	13,302,000	10,162,000	17,267,000
167. **Minolta** (Minolta Corp.)	Cameras	12,691,000	17,056,000	19,052,000	17,193,000
168. **Walt Disney** (Walt Disney Products)	Motion pictures, resorts	14,874,000	18,310,000	14,671,000	17,168,000
169. **Triumph** (Loews Corp.)	Cigarettes	208,000	25,473,000	23,710,000	17,032,000
170. **Minute Maid** (Coca-Cola Co.)	Fruit juices	12,788,000	14,498,000	17,196,000	16,897,000
171. **Stouffer's** (Nestle)	Foods	4,152,000	9,690,000	16,426,000	16,741,000
172. **Holiday Inn** (Holiday Inns, Inc.)	Hotel/motel	10,900,000	15,456,000	14,746,000	16,703,000
173. **TAB** (Coca-Cola Co.)	Soft drinks	8,660,000	13,799,000	13,856,000	16,691,000
174. **Mennen** (Mennen Co.)	Toiletries	8,015,000	11,231,000	14,066,000	16,577,000
175. **Dr Pepper** (Dr Pepper Co.)	Soft drinks	12,238,000	14,195,000	17,010,000	16,378,000
176. **Quaker** (Quaker Oats Co.)	Foods	6,763,000	17,878,000	18,215,000	16,289,000
177. **Ragu** (Chesebrough-Pond's)	Sauces	11,557,000	13,281,000	20,993,000	16,238,000
178. **L'eggs** (Consolidated Foods)	Hosiery	10,734,000	14,077,000	20,870,000	16,215,000
179. **TV Guide** (Triangle)	Magazines	16,380,000	18,889,000	17,110,000	16,202,000
180. **Duracell** (Dart & Kraft)	Batteries	7,757,000	9,954,000	13,991,000	16,093,000
181. **Gaines** (General Foods)	Pet foods	19,303,000	25,345,000	21,364,000	15,981,000
182. **True** (Loews)	Cigarettes	15,873,000	18,253,000	18,270,000	15,782,000
183. **Chef Boy-Ar-Dee** (Amer. Home Prod.)	Prepared foods	11,947,000	13,322,000	15,721,000	15,763,000
184. **Lincoln** (Ford Motor)	Passenger cars	18,690,000	13,427,000	23,440,000	15,680,000
185. **Preparation H** (Amer. Home Prods.)	Medicine	12,117,000	14,912,000	14,941,000	15,360,000
186. **Whirlpool** (Whirlpool Corp.)	Appliances	11,394,000	13,717,000	14,025,000	15,337,000
187. **Amtrak** (Natl. Rail Passenger Corp.)	Railroad	7,611,000	9,085,000	11,786,000	15,291,000
188. **Brim** (General Foods)	Coffee	4,496,000	13,745,000	17,445,000	15,256,000
189. **De Beers** (De Beers Con. Mines)	Diamonds	8,360,000	9,956,000	10,479,000	15,236,000
190. **Renault** (Renault USA)	Passenger cars	4,014,000	5,297,000	14,173,000	15,199,000
191. **Kal Kan** (Mars, Inc.)	Dog food	13,250,000	10,990,000	11,788,000	15,188,000
192. **Bic** (Bic Pen Co.)	Lighters, shavers	7,920,000	8,650,000	9,984,000	14,872,000
193. **Busch** (Anheuser-Busch)	Beer	20,821,000	20,085,000	18,840,000	14,675,000
194. **Fresh Start** (Colgate-Palmolive)	Detergent	7,057,000	6,970,000	11,904,000	14,641,000
195. **Cheerios** (General Mills)	Cereal	9,994,000	17,591,000	13,016,000	14,614,000
196. **Hallmark** (Hallmark Cards)	Greeting cards	5,605,000	13,287,000	13,658,000	14,541,000
197. **Topol** (Jeffrey Martin Co.)	Tooth polish	—	1,492,000	13,086,000	14,531,000
198. **Pert** (Procter & Gamble)	Hair care	—	672,000	16,614,000	14,444,000
199. **Prudential** (Prudential Ins. Co.)	Insurance	9,776,000	10,545,000	10,599,000	14,353,000
200. **Hanes** (Hanes Co.-Consol. Foods)	Hosiery	9,909,000	10,499,000	10,558,000	14,332,000
	Top 200 totals	**$5,955,032,000**	**$6,584,510,000**	**$7,183,357,000**	**$8,028,258,000**

Directory of Top 200 Millionaire Brands

Media expenditures in eight major media (magazines, supps, newspapers, network tv, spot tv, network radio, spot radio, outdoor) in 1980 and 1981 — Key media decision makers in companies and their agencies. These brands spend about 46% of total.

1.

SEARS

Sears, Roebuck and Co.

	media dollars	
	1980	1981
Magazines	$ 51,232,000	$ 57,599,000
Supps	100,000	421,000
Newspapers	330,000,000	343,000,000
Network tv	60,000,000	73,205,000
Spot tv	17,000,000	9,304,000
Network radio	4,000,000	9,820,000
Spot radio	12,000,000	12,000,000
Outdoor	60,000	23,000
Total	**$474,390,000**	**$505,372,000**

Classification: all retail
Marketing/brand management:
Natl. ret. adv. mgr., David G. Slothower, media services mgrs., Bernie Miller (magazines, broadcast); Gerry Byrne (newspapers, supps); dir. of bdcst. John Beebe
Agencies: FC&B, New York
(Accessories, specialties)
Mgmt. supr., Bob Gregory
Sr. vp-dir. of media, Madeline Nagel
FC&B, Chicago
(Sporting goods, automotive products)
Sr. vp-mgmt. supr., Paul Vernon
Sr. vp-dir. of media, Greg Blaine
Ogilvy & Mather, Chicago
(Appliances, home fashions, corp. cred.)
Sr. vp-mgmt. supr., Jeffrey Woll
Vp-media dir., Bill Behrmann
Media supr. Sears Corp., Thos. P. Ball
JWT, Chicago
(Home improvements)
Sr. vp-mgmt. dir., Bob Westerfield
Sr. vp/media dir., Robert H. Irvine
Sr. vp-dir. med. res., Ron Kaatz
Stern Walters/Earle Ludgin, Chicago
(Catalog, commercial sales)
Sr. vp-mgmt. rep., Maryanne Friend
Sr. vp-media dir., Robert Walters
McCann-Erickson, Chicago
(Men's apparel)
Vp-mgmt. rep. Donald D. Effler
Vp-media dir., Mike White
Media services, Tyy Mattson
Vince Cullers Advertising, Chicago
(Black agency of record)
Pres. Vince Cullers
NW Ayer, Inc., Chicago
(Business Machine Stores)
Sr. vp-mgmt. supr., media director Robert Mickels
NH&S, Chicago
(Apparel group)
Exec. vp, mng. dir., Al Wolfe
Sr. vp-med. dir., David Drake
Hispania Advertising, Inc.
Sr. vp-gen. mgr., Caroline Demy

2.

K MART

K Mart Corp.

	media dollars	
	1980	1981
Magazines	$ 9,912,000	$ 8,251,000
Supps	11,000	28,000
Newspapers	230,000,000	246,000,000
Network tv	5,060,000	11,800,000
Spot tv	18,201,000	22,349,000
Network radio	2,160,000	2,636,000
Spot radio	9,000,000	10,000,000
Outdoor	151,000	32,000
Total	**$274,495,000**	**$301,096,000**

Classification: all retail
Marketing/brand management:
Vp-mktg., R. R. Dejaeghere
Dir. of adv. & mktg., Edward J. Kreitz
Dir. advtg./sales prom., J. L. Moser
Sen. vp-retail operations, Pete Vetowich
Agency: Ross Roy, Detroit
Dir. creative advtg., R. Mazade
Sr. vp-mktg., Hal E. Rumble
Sr. vp-mktg. services, Gerald N. Moody
Vp-grp. media dir., Alfred A. Duz
Vp-grp. media dir.-bdcst., Patricia Cuda

3.

PENNEY'S

J. C. Penney

	media dollars	
	1980	1981
Magazines	$ 5,084,000	$ 8,880,000
Supps	11,000	34,000
Newspapers	200,000,000	214,000,000
Network tv	18,579,000	25,556,000
Spot tv	14,649,000	12,954,000
Network radio	323,000	86,000
Spot radio	11,000,000	8,000,000
Outdoor	108,000	111,000
Total	**$249,754,000**	**$269,621,000**

Classification: all retail
Marketing/brand management:
Vp-dir. of corp. mktg., Howard M. Evans
Mgr. of mktg. comm., Lou Bremer
Mgr. media services, James F. Boynton
National media planner, Dave Wood
Proj. mgr., Stephen Brown-Pearn
Adv. mgr., John T. Lucas
Agency: McCaffrey & McCall, N.Y.C.
Sr. vp-grp. acct. mgr., William J. Vieser
Acct. exec., George Yager
Sr. vp-media dir., Harris Lefkon
Sr. vp-network & programing, Joseph Sutton
Network neg., John C. Giebel

The expenditures in the eight major national advertising media of the top 200 advertised brands represents about 46% of all dollars invested in those media. For more detailed information on how each brand spends its ad dollars and for how other brands (those with budgets totalling less than $14.3 million in the eight major media) split their budgets the sources are Leading National Advertisers, Broadcast Advertiser Reports, Media Records, and Radio Expenditure Reports.

4.
FORD cars & trucks
Ford Motor

	media dollars 1980	1981
Magazines	$ 27,721,000	$ 38,692,000
Supps	—	137,000
Newspapers	16,901,000	28,820,000
Network tv	91,821,000	83,019,000
Spot tv	38,658,000	35,629,000
Network radio	2,263,000	4,016,000
Spot radio	16,466,000	30,197,000
Outdoor	3,933,000	2,995,000
Total	**$197,763,000**	**$223,505,000**

Classifications: passenger cars (LNA T-110); trucks (LNA T-120)

Marketing/brand management:

Ford Division

General mktg. mgr., L. R. Miskowski

Adv. mgr., D. T. McClure

Corporate advtg., Joe Kordick

Car adv. mgr., R. J. Gillooly

Truck adv. mgr., B. Pate

Dealer adv. mgr., L. Cumbelich

Ford Tractor Operations

Mktg. mgr., John Chuchman

Adv./sales prom., A. Pridgeon

Agencies: JWT, Dearborn

(Ford Division)

Exec. vp.-gen. mgr., Joe Schulte O'Donnell

Sr. vp-media, Eugene J. McCarthy

Vp dir. (car), Howard P. Spokes

Dir. (truck), Ted Zahrfeld

Vp-bdcst. supr., Daniel Riordan

Meldrum & Fewsmith (Tractors)

Vp-acct. grp. supr., Owen R. Leffler

Acct. supr., J. C. Bryan

Acct. exec., Marshall A. Shencopp

Media dir., George Hay

Wells, Rich, Greene, Inc.

Sr. vp-acct. grp. head, Gary Kullberg

Vp-mgmt. supr., Ken Campbell

Sr. vp-corp. med. dir., Bob Geis

Vp-med. dir., Shel Jones

Young & Rubicam

(corporate-"Job No. 1")

Vp-grp. dir., Peter J. Harris

Vp-mgmt. supr., Philip Reuschle

Vp-media dir., E. Kendall Pool

5.
AT&T/BELL

	media dollars 1980	1981
Magazines	$ 28,713,000	$ 33,162,000
Supps	608,000	366,000
Newspapers	2,336,000	1,280,000
Network tv	53,471,000	68,927,000
Spot tv	50,767,000	59,725,000
Network radio	5,937,000	7,300,000
Spot radio	140,000	428,000
Outdoor	783,000	595,000
Total	**$136,515,000**	**$171,783,000**

Classifications: communications (LNA B-140); magazines (Yellow Pages) (LNA B-420)

Marketing/brand management:

Dirs., D. E. Hutchins (residence market & sales prom.; Yellow Pages); W. Weihe (business markets & sales prom.)

Div. mgrs., Jim Cline (Yellow Pages); R. R. Draper (bus. mkt.); Ed Swartz (residence mkt.); Tom Ruzicka (graphic design & corp. ident); Mark Geiger (corp.); Bill Horton (corp. exhibitions), Joe Waters (exhibits & displays)

Agencies: N. W. Ayer, New York

(Corporate/informative)

Exec. vp., Tom Maxie

Acct. supr., Lamar Lemonte

Sr. vp-media dir., Marcella Rosen

Exec. vp., Joe Dodson (long lines)

Vp-acct. supr., John Nichols (bus. sales); Joe Del Aquila (res. sales)

Vp-acct. suprs., Fred McClafferty (res. long lines), Jack Quigley (long lines)

Cunningham & Walsh, New York

(Yellow Pages)

Sr. vp-dir. media & mkgt. services, Frank McDonald

Vp-media supr., Stuart Brown

Sr. vp-mgmt. supr., Nathaniel Allan

Vp acct. supr., Tom Kirmayer

Acct. exec., Helen Murphy

6.
WARDS
Mobil Corp.

	media dollars 1980	1981
Magazines	—	$ 23,000
Supps	—	$139,000
Newspapers	$132,500,000	141,000,000
Network tv	—	122,000
Spot tv	26,000,000	20,613,000
Network radio	—	—
Spot radio	8,000,000	9,000,000
Outdoor	100,000	43,000
Total	**$166,600,000**	**$170,940,000**

Classification: all retail

Ford

It's in VOGUE®

The book women live by.

Marketing/brand management:
Asst. natl. ret. mdge mgt., John D. Flakne
Retail adv. mgr., operations, Eugene W. Schaefer
Media dir., Carol Brewster
Natl. ret. sls. prom. & adv. mgr., Alfred H. Lemke
Agencies: Lee King, Chicago
Partner/exec. vp-, John Tarini
Sr. vp-media dir., Armella Selsor
Media buy serv. CPM, Inc., Chicago
Pres., Norman M. Goldring
Exec. vp, Michael Willner
Exec. vp., L. Roger Casty
Dir. broadcast buying, Adrienne Alm
Bdcst. buy. mgr., Victoria Hubert
Print media mgr., Judy Mahan
Media Bureau, Int.
Pres., Richard Pickett
Vp, Norma Wren
Sr. media buyer, Ingrid Adott
Sr. print buyer, J. Snyder

7.
CHEVROLET cars & trucks
General Motors

	media dollars 1980	1981
Magazines	$ 15,061,000	$ 20,268,000
Supps	1,506,000	1,358,000
Newspapers	9,996,000	27,515,000
Network tv	53,362,000	59,239,000
Spot tv	31,107,000	28,399,000
Network radio	372,000	117,000
Spot radio	19,026,000	16,209,000
Outdoor	8,311,000	3,369,000
Total	$138,741,000	$156,465,000

Classifications: passenger cars (LNA T-110); trucks (LNA T-120)
Marketing/brand management:
Gen. dir. mktg., Thomas Staudt
Dir., natl. adv., Carl O. Uren
Mgr., passenger car adv., T. R. Chick
Mgr., truck & wagon adv., H. J. Cordes
Dir. mktg., E. P. Feely, Jr.
Agency: Campbell-Ewald, Detroit
Exec. vp-acct. dir., William J. Tausch
Sr. vp-assoc. acct. dir., Dick O'Neil
Sr. vp-assoc. acct. dir., Ron Mitchell
Sr. vp-mgmt. supr. (trucks), Thomas R. Boya
Vp-acct. supr. (trucks), W. D. Smith
Exec. vp-media dir., Thomas J. Glynn
Sr. vp-assoc. media dir., Louis Schultz
Vp (media), Jack Martin (autos)
Paul Hunt (trucks)
Vp-mgr. spot buying, Katharine Ostrander
Vp-mgr. network buying, Judith Sawyer

8.
WOOLCO
F. W. Woolworth

	media dollars 1980	1981
Magazines	$ 27,000	—
Supps	—	—
Newspapers	124,000,000	133,000,000
Network tv	—	—
Spot tv	4,258,000	1,796,000
Network radio	—	—
Spot radio	7,000,000	7,000,000
Outdoor	—	—
Total	$135,285,000	$141,796,000

Classification: all retail
Marketing/brand management:
Vp-merchandise, J. M. Evans
Vp-sales & adv., E. W. Kauffman
Dir. adv., George A. Inman
Mgr. bdcst. adv., E. A. Maguire
Agency: Sawdon & Bess, New York
Pres., Jerome Bess
Exec. vp-mgmt. supr., John Paul Jones
Vp-acct. supr., John F. Hilz
Media dir., John Prendergast
Bdcst. supr., Dorothy Smith

9.
McDONALD's
McDonald's Corp.

	media dollars 1980	1981
Magazines	$ 2,378,000	$ 178,000
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	53,588,000	54,130,000
Spot tv	70,716,000	75,222,000
Network radio	42,000	3,255,000
Spot radio	953,000	1,632,000
Outdoor	3,185,000	3,629,000
Total	$130,862,000	$136,046,000

Classification: restaurants (LNA G-330)
Marketing/brand management:
Exec. vp of mktg., Paul D. Schrage
Asst. vp-adv. & prom., Roy Bergold
Asst. vp-field mktg., Dick Starmann
Dir. of mktg. devel., Stan Nicpon
Media supr., Kathy Kalber Kinsella
Vp-dir. mktg., Ray Caruso
Agency: Leo Burnett Co., Chicago
Sr. vp-media services, Kenneth Lane
Acct. dir., John Miller
Media director, Sally Hunter

10.
TOYOTA cars and trucks
Toyota Motors

	media dollars 1980	1981
Magazines	$ 7,014,000	$ 10,113,000
Supps	214,000	49,000
Newspapers	6,793,000	11,227,000
Network tv	22,945,000	25,550,000
Spot tv	49,259,000	67,979,000
Network radio	—	150,000
Spot radio	3,587,000	3,765,000
Outdoor	1,895,000	2,399,000
Total	$91,707,000	$121,232,000

Classifications: passenger cars (LNA T-110); trucks (LNA T-120)
Marketing/brand management:
Corp. mktg. mgr., Alvin E. Hagen
Advtg. programs mgr., Jack Collins
Adv. natl. mgr., James E. Press
Adv. proj. mgr., E. P. Broussard
Agency: Dancer Fitzgerald Sample, New York
Mgmt. reps.: Stuart Upson (N.Y.), Norman Lauchner (L.A.), Jim Lindsey (L.A.)
Sr. vp-media dir., Allen Banks
Vp-sr. assoc. media dir., Louis Capozzoli
Assoc. media dir., John Adams

11.
KRAFT
Dart & Kraft Inc.

	media dollars 1980	1981
Magazines	$22,123,000	$23,450,000
Supps	1,180,000	1,202,000
Newspapers	4,160,000	4,783,000
Network tv	34,696,000	36,550,000
Spot tv	11,036,000	25,853,000
Network radio	1,046,000	427,000
Spot radio	2,899,000	4,577,000
Outdoor	645,000	60,000
Total	$77,785,000	$96,902,000

Classifications: cooking products (LNA F-110); dairy products (LNA F-130); prepared foods (LNA F-120); confectionery (LNA F-210)

Marketing/brand management:
Vp-dir. advtg. and creative, James R. Blockl
Mgr. ad. serv., W. Landgraf; R. K. Powell
Group brand mgrs.: E. H. Hale (jellies);

J. L. MacDonald (pourables); P. Buranich, C. F. Martin, R. Verner, H. E. Jolly (cheese); D. W. Blue, (confections); J. G. Powell (dinners BBQ); J. S. Craig (viscous); H. Roberts (margarine citrus); L. A. Clark

Agencies: FC&B, Chicago
(Retail food group)
Grp. mgmt. supr., J. J. Cerasani
Mgmt. supr., P. B. Llewellyn
Acct. suprs. (dinners), D. R. Schreiber, (BBQ sauce)
Acct. exec. (teen & home econ.), D. Balabanos
Sr. vp-media dir., Greg Blaine
Grp. media dir., Ralph Katz
Media supr., Katie Donoval

Needham, Harper & Steers, Chicago
(Parkay, fruit spreads, mustard, Cheez'n Crackers, new products)
Sr. vp. mgmt. rep., Jack W. Copher
Vp-acct. dir., Kathie McKirdy
Vp-acct. supr., Brean Goodall
Acct. supr., V. K. Nelson
Acct. coord., Joanne Grabo
Sr. vp-media dir., David Drake
Vp-dir. media oper., W. F. Heimann, Jr.
Media supr., Diane Niederman
Media plnr., Michael J. Parent
Print plnr., Marie Lehan
Local bdcst. buyer, Susan Mahoney
Vp-network buyer, Howard M. Sirinsky
Network supr., Joan Murphy
Network plnr., Betty Pat McCoy

JWT, Chicago
(Food service & industrial group, U.S. retail food group)
Sr. vp, R. L. McCullough
Vp-mgmt. suprs.: R. Lansdowne (viscous dressings); J. Anastos (food service/military)
Acct. suprs., K. Prior, George Schott, J. Ahtes, T. Denise, B. Soloff, Marilyn Keenan
Sr. vp-grp. media dir., Philip Gerber
Vp-assoc. media dir., Nadine Martens

Proctor & Gardner, Chicago
(Black markets)
Sr. vp-acct. supr., Rolfe Kolconay
Vp-media dir., Anthony Moore

NW Ayer, New York
(Dairy products group)
Exec. vp-mgmt. supr., Stuart Minton, Jr.
Vp-media services, George Burrows
Sr. vp-mgmt. supr., Joseph N. Harte

12.
KELLOGG'S products
Kellogg Co.

	media dollars 1980	1981
Magazines	$ 4,323,000	$ 4,740,000
Supps	7,000	—
Newspapers	3,886,000	2,764,000
Network tv	57,826,000	66,793,000
Spot tv	16,902,000	13,079,000
Network radio	—	1,455,000
Spot radio	2,484,000	1,744,000
Outdoor	—	121,000
Total	**$85,428,000**	**$90,696,000**

Classifications: cereals (LNA F-122) bakery goods (LNA F-160)
Marketing/brand management:
Sr. v-mktg., J. R. Aubuchon
Vp-grp. prod. mgr., R. L. Myers
Dir.-mktg. services, W. H. Swain
Mgr. print media, C. A. Clark

Agency: Leo Burnett, Chicago
Client serv., dir., Bill Lynch
Sr. vp-media services, Kenneth Lane
Media dir., Dick Coons

Warning!
we're
holding
195,000
Respond
immediately
OR
kiss

Among women 18-34 who read a daily newspaper, 65% read The Housto
Represented nationally by Sawyer Fergusc

13.
MILLER beer
Philip Morris

	media dollars 1980	media dollars 1981
Magazines	$ 343,000	$ 721,000
Supps	—	—
Newspapers	98,000	218,000
Network tv	56,873,000	60,839,000
Spot tv	12,148,000	11,451,000
Network radio	—	—
Spot radio	6,674,000	12,698,000
Outdoor	98,900	181,000
Total	**$76,234,000**	**$86,108,000**

Classification beer (LNA F-310)
Marketing/brand management:
Exec. vp., Lauren S. Williams
Dir. brand mgmt., William W. Catlin
Grp. prod. dir., Robert Toledo (Lite),
Brand mgrs.: Douglas E. Rogers (Highlife), William H. Barrett (Lite)
Victor Imbimbo, Jr. (new products)
Agency: Backer & Spielvogel, N.Y.
Sr. vp-mgmt. supr., Jeffrey Palmer
Vp-mgmt. supr., Dean Scaros
Account services, Bob Holmen
Exec. vp-dir. media servs., Steven Leff
Sr. vp-media dir., Jay Schoenfeld

14.
DATSUN cars and trucks
Nissan Motor

	media dollars 1980	media dollars 1981
Magazines	$ 7,405,000	$ 7,953,000
Supps	440,000	151,000
Newspapers	6,862,000	8,822,000
Network tv	18,150,000	19,951,000
Spot tv	25,753,000	36,649,000
Network radio	—	—
Spot radio	5,850,000	7,667,000
Outdoor	1,251,000	1,336,000
Total	**$65,711,000**	**$82,529,000**

Classifications: passenger cars (LNA T-110); trucks (LNA T-120)
Marketing/brand management:
Vp-mktg. services, Bob Kent
Dir. advtg., Joe Opre
Media planning mgr., Clay Briggs
Agency: William Esty, New York
Sr. vp-mgmt. supr., George Beech
Vp-acct. supr., Tom Boyle (L.A.)
Sr. vp-dir. media serv. William Seaman
Sr. vp-media dirs., Tom Hill (NY), Jolene Fedrick (LA)
Vp-mag. serv., Gerald Crennan
Vp-print serv., Tom Reddy

15.
CHRYSLER cars/corporate
Chrysler

	media dollars 1980	media dollars 1981
Magazines	$ 6,219,000	$10,231,000
Supps	2,007,000	—
Newspapers	10,158,000	16,235,000
Network tv	26,751,000	20,660,000
Spot tv	7,356,000	8,170,000
Network radio	140,000	1,615,000
Spot radio	4,293,000	24,259,000
Outdoor	111,000	255,000
Total	**$57,035,000**	**$81,515,000**

Classification: cars (LNA T-110)
Marketing/brand management:
Advtg. mgr., Doyle Lott
Mgr. mkt. res & analysis, Jeff Elpern
Agency: Kenyon & Eckhardt, Detroit
Chrmn., John J. Morrissey
Exec. vp-William McNealy
Sr. vp-acting mgmt. supr., Bruce D. Andrews
Vp-acct. supr., Ned Brown
Sr. vp-media dir., Phillip D. Matz
Vp-media grp. head, George Wold
Suprs./plnrs.: (cars), Craig Yateman; (dealer assn.) Judy Dennis

Young women in Houston.

them GOODbye!

Houston Chronicle

hronicle. So choose The Chronicle. If you don't, you'll be sorry.
alker. Source: Scarborough Report, 1982.

16.

MERIT

Philip Morris

	media dollars 1980	media dollars 1981
Magazines	$14,120,000	$20,747,000
Supps	5,372,000	3,568,000
Newspapers	29,141,000	38,133,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	7,007,000	12,780,000
Total	$55,640,000	$75,228,000

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-media, James L. Thompson, Jr.
Vp-brand & promotion, Robert Fitzmaurice
Brand mgr., Richard L. Stirlen
Agency: Leo Burnett, Chicago
Client serv. dir., Bill Engelbrecht
Sr. vp-media services director, Kenneth Lane
Media dir., Bob Houghtlin

17.

GE

General Electric

	media dollars 1980	media dollars 1981
Magazines	$16,438,000	$18,871,000
Supps	2,172,000	166,000
Newspapers	7,545,000	7,494,000
Network tv	32,987,000	29,996,000
Spot tv	8,396,000	8,869,000
Network radio	2,765,000	2,513,000
Spot radio	1,410,000	1,913,000
Outdoor	183,000	176,000
Total	$71,896,000	$69,998,000

Classifications: major appliances (LNA H-210); other appliances (LNA H-220); radios, tv sets (LNA H-310)
Marketing/brand management:
Vp., Leonard Vickers
Mgr. corp. adv., Karl L. Koss
Proj. mgr., H. M. Snider
Consumer products & services
Mgr. mktg. programs, Richard A. Costello
Major appliances
Mgr. nat. adv., Victor H. Alcott
Mgr. prod. adv., Ronald N. Graham
Central Air Cond.
Mgr. ad. & sls. plan., Leo Brown
Mgr. ret. adv. & merch., Gaylynn Garrett
Housewares & audio division
Housewares mgr., adv. SP&PR, Vince Novak
Audio mgr. adv. & SP., Norman R. Huey
Tv business division
Mgr. mktg. communications, Peter J. Gariti
GE Credit Corp.
Vp. mktg. comm., Barton D. Ladd
Lighting Business Group
Mgr. adv. & SP, William D. Rayer
Agency: BBDO, New York
(consumer divs.; corporate communications)
Exec. vp-media, Arnie Semsky
Assoc. media dir., John Belfiore
Assoc. net. dir., Bill Crasdale
Asst. media Dirs.: Bruno Crea, Mark Buttitta
Network suprs., John Mattimore, Art Nigro
Grp. plng. supr., Steve Kurtzer
Plnrs.: Don Kennedy, Carolyn Kaufman
Asst. plnrs.: Liza Parker

College Media In Minutes ...At Your Desk

American Passage gives you instant computer access to 900+ college newspapers at your desk.

We'll develop a one-source, one-buy plan on the spot. You select criteria and access any college segment you wish.

By CPM. By ADI. By SAU. By demographic. Even by zipcode! There's no waiting weeks for bulky print-outs. You can juggle ad sizes and totals to fit your budget instantly while working with a pro who knows college media.

American Passage then takes over scheduling, ordering, mailing, repro, collecting tear sheets and organizing billing to you and payment to the colleges.

American Passage is an established company with a joint operating agreement with Major College Newspapers (a subsidiary of Branham Newspaper Sales, Inc.), where you enjoy full promotional and merchandising capabilities as well as top-flight rep service before and after you buy.

If you've been avoiding college media because doing it right seemed too complicated to be cost effective, let American Passage make the college market the easiest, best documented buy you ever made. And a success of course.

AMERICAN PASSAGE
MEDIA CORPORATION

500 Third Avenue West, Seattle, Washington 98119

CALL (800) 426-2836 FOR CONTACT BY THE OFFICE NEAREST YOU

ATLANTA DETROIT PORTLAND KANSAS CITY OMAHA BOSTON PHILADELPHIA SEATTLE CHARLOTTE DALLAS LOS ANGELES SAN FRANCISCO DENVER CHICAGO MIAMI MINNEAPOLIS NEW YORK BEVERLY HILLS

18.

WINSTON cigarettes

R. J. Reynolds

	media dollars	
	1980	1981
Magazines	$23,728,000	$20,545,000
Supps	—	2,919,000
Newspapers	11,498,000	29,171,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	13,118,000	15,020,000
Total	**$48,344,000**	**67,655,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Dir. mktg. services, Marty Orlowsky
Vp-brand mktg., Lawrence Hall
Dir. media, Dan Pearson
Group planning mgr., Bernie Bauguess
Brand Mgr., J. Hersberger
Agency: William Esty, New York
Grp. mgmt. supr., L. M. Wassong
Mgmt. supr., J. E. Neal

19.

DODGE cars and trucks

Chrysler

	media dollars	
	1980	1981
Magazines	$ 5,628,000	$10,471,000
Supps	475,000	193,000
Newspapers	17,147,000	11,231,000
Network tv	22,790,000	19,856,000
Spot tv	12,978,000	20,610,000
Network radio	113,000	152,000
Spot radio	1,018,000	4,309,000
Outdoor	122,000	245,000
Total	**$50,271,000**	**$67,067,000**

Classifications: passenger cars (LNA T-110); trucks (LNA T-120)
Marketing/brand management:
(cars)
Vp-mktg., Jack Givens
Advtg. div., Doyle Lott
Advtg. mgr., Joe Cronin
(trucks)
Mktg. dir., Joe Caddell
Advtg. mgr., Lee Farrell
Agency: Kenyon & Eckhardt, Detroit
Chrmn., John J. Morrissey
Exec. vp., William McNealy
Sr. vp-mgmt. supr., John Miley
Vp-acct. supr., Dave Hubbard
Sr. vp-media dir., Phillip D. Matz
Vp-media grp. head, Elton Kruger
Media ptnr., John Vaglia

20.

BUDWEISER beer

Anheuser-Busch

	media dollars	
	1980	1981
Magazines	$ 1,000,000	$1,270,000
Supps	—	—
Newspapers	258,000	939,000
Network tv	22,481,000	27,406,000
Spot tv	6,310,000	11,390,000
Network radio	1,868,000	2,927,000
Spot radio	16,370,000	21,640,000
Outdoor	745,000	1,465,000
Total	**$49,032,000**	**$67,037,000**

Classification: beer (LNA-F-310)
Marketing/brand management:
Vp-mktg., Michael J. Roarty
Vp-brand mgmt., Jack MacDonough
Vp-corporate media, Charles B. Fruit
Grp. mktg. mgr., Thomas Sharbaugh
Sr. prod. mgr., Mark Pirrung, Bob Goughenour (Bud light)
Asst. prod. mgr., William H. McNulty
Brand prom. mgr., Tony Gillick
Agencies: D'Arcy-MacManus & Masius, St. Louis
Sr. vp-mgmt. supr., Percy Orthwein
Vp-grp. supr., Tim Arnold
Vp-acct. supr., Todd Abrams
Sr. acct. exec., Jack Hanzlovic
Acct. exec., Rich Lalley
Sr. vp-dir. media servs., Frank Kopec
Vp-grp. media dir., Steve Phelps
Vp-assoc. media dir., Beth Seib
Sr. media supr., Kitty Clark
Media supr., Jeff Goetz
Needham, Harper & Steers, Chicago
Sr. vp-dir. media resources, David Drake
Vp-dir. media operations, William Heimann, Jr.
Assoc. media dir., Tom McAlevey
Mgmt. rep., Ron Bess
Acct. dir., Patrick Martin
Acct. supr., John Greening
Acct. exec., Bob Klein

21.

KODAK cameras and film

Eastman Kodak

	media dollars	
	1980	1981
Magazines	$10,864,000	$13,077,000
Supps	214,000	423,000
Newspapers	3,180,000	2,401,000
Network tv	34,762,000	41,624,000
Spot tv	3,226,000	5,588,000
Network radio	1,559,000	550,000
Spot radio	283,000	904,000
Outdoor	312,000	559,000
Total	**$54,400,000**	**$65,126,000**

Classifications: cameras (LNA G-230); office machines (LNA B-310)
Marketing/brand management:
Vp-gen. mgr., mktg. dir., W. J. Prezzano
Vp-dir. mktg., comm., J. J. Powers
Dir. mktg. comm., consumer mkts., R. H. McCoy
Agencies: JWT, New York
Exec. vp-grp. acct. dir. (Worldwide), William Thompson
Sr. vp-grp. acct. dir. (Domestic), John Wells
Vp-grp. media dir., John Sisk
Vp-assoc. media dir., David Murphy
Young & Rubicam, New York
Instant photography
Sr. vp-mgmt. supr., Richardo Calvillo
Acct. execs.: Tom Wardrop, Claire Butler
Sr. vp-media grp. supr., George Sharpe
Media supr., William Colihan

22.

PURINA pet food

Ralston Purina

	media dollars	
	1980	1981
Magazines	$ 9,346,000	$ 7,782,000
Supps	957,000	193,000
Newspapers	1,468,000	974,000
Network tv	59,013,000	50,803,000
Spot tv	7,808,000	4,135,000
Network radio	—	—
Spot radio	191,000	18,000
Outdoor	41,000	—
Total	**$78,824,000**	**$63,905,000**

Classification: pet food (LNA G-530)
Marketing/brand management:
Vp-dir. of adv. & mktg. services, William M. Claggett
Div. vp. pet foods mktg., Blair Gensamer
Media commun. dir., F. Lee Zingale
Media dirs.: Mary Howard, Don Martin
Agencies: Wells, Rich, Greene, N.Y.
Sr. vp-mgmt. supr., David Bulleit
Sr. vp. med. dir., Robert Geis
Vp. plan. serv. dir., Steve Ziglar,
Vp-plan. grp. head, Pat Casa
Della Femina, Travisano & Partners
(New products)
Mgmt. rep., Jerry Della Femina
Sr. vp-media dir., Herb Maneloveg
Drossman, Yustein, Clowes/Della Femina (Meow Mix)
Mgmt. rep., Neil Drossman
NW Ayer, New York
Sr. vp-mgmt. supr., George Lemmond
Media dir., Marcella Rosen
McDonald & Little, Atlanta
Sr. vp-mgmt. supr., Alfred Nucifora

Med. dir., Spencer Hapoiena
Gardner, Advertising, St. Louis
Pres., C. Kelly O'Neill
Sr. vp-acct. mgmt., J. Donald Weakley
Sr. vp-mgmt. supr.: Thomas Hizar
Advanswers Media/Programing
St. Louis, New York, Los Angeles
Sub. Gardner Advtg.)
Pres., Donald Stork
Exec. vp., Jack Shubert
Pres. network subsidiary, Paul Schulman (New York)
Averett, Free & Fisher, Inc.
Sr. vp-mgmt. supr., Ron Thomas
Sr. vp-media dir., Bruce Hoenig
MCA Advertising, New York
Pres.-mgmt. Supr., Wm. Dunlap
Media dir., Robert Jones
Tatham Laird & Kudner, Chicago
Mgmt. supr., Tom McDonald
Acct. supr., John Beam
Acct. exec., Mark Holtzer
Media dir., Leonard Materna
Assoc. media dir., Steve Broeker
Media supr., David Flockencier
Media plnrs.: Sue Ellen Miller, Mary Sue McCleish, Patti Ahlswede
Don Tennant Co., Chicago
Thrive, Whiskey Lickins, new products)
Pres, CEO, Thomas J. Prchal
Acct. suprs.: Alan Moser, Ron Hirasawa, Nancy Myers
Acct. execs: Bill Freeman, Mark Gleason
Vp-dir. media servs., James W. Gustafson
Wells, Rich, Greene, Inc.
Sr. vp-acct. grp. head, David Bulleit
Sr. vp-corp. media dir., Bob Geis
Vp-media plng. dir., Steve Ziglar

23.
MARLBORO cigarettes
Philip Morris

	media dollars	
	1980	1981
Magazines	$19,082,000	$27,037,000
Supps	2,358,000	1,305,000
Newspapers	17,328,000	16,731,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	9,910,000	14,283,000
Total	$48,678,000	$59,356,000

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp .brand & promotion, Robert Fitzmaurice
Brand mgr., Bob Roper
Vp-media, James L. Thompson Jr.
Agency: Leo Burnett, Chicago
Sr. vp-media serv. dir., Kenneth Lane
Media dir., Bob Houghtlin
Client serv. dir., Bill Engelbrecht

24.
VANTAGE cigarettes
R. J. Reynolds

	media dollars	
	1980	1981
Magazines	$22,965,000	$19,787,000
Supps	7,143,000	3,680,000
Newspapers	27,196,000	28,514,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	2,385,000	6,412,000
Total	$59,689,000	$58,393,000

Classification: tobacco (LNA G-110)
Marketing/brand management:
Dir. mkgt. services, Marty Orlowsky
Dir. media, Dan Pearson
Group planning mgr., Tom McCabe
Brand planning mgr., Betty Carpenter
Brand mgr., G. McKenna
Agency: Leber Katz Partners, N.Y.
Exec. vp-mgmt. supr., Jerome L. Davidow
Vp-acct. grp. supr., Robert Hirsch
Sr. vp-media dir., Charles Buccieri

25.
RCA video recorders, discs
RCA consumer electronics

	media dollars	
	1980	1981
Magazines	$ 9,725,000	$11,789,000
Supps	923,000	889,000
Newspapers	4,878,000	10,499,000
Network tv	13,524,000	30,333,000
Spot tv	2,545,000	2,998,000
Network radio	—	877,000
Spot radio	66,000	296,000
Outdoor	34,000	6,000
Total	$31,695,000	$57,687,000

Classification: tv sets (LNA H-310)
Marketing/brand management:
Pres., RCA sales, Arnold T. Valencia
VP-consum. commun., James K. DeVoe
Natl. adv. mgr., Wm. S. Beres
Vp-marktg. oper., David H. Croner
Merch. mng., tv, Geo. S. Fouts
Merch. mng., VCR, James A. Gatman
Merch. mgr., Video Discs, Richard D. Levin
Agency: Leo Burnett, Chicago
Acct. supr., (Video Disc), William Wohlfiel
Sr. vp-media serv. div., Kenneth Lane
Media dir., Stephanie English
Acct. dir., Jack Brown

26.
KENT cigarettes
Loews

	media dollars	
	1980	1981
Magazines	$15,374,000	$13,257,000
Supps	5,792,000	7,100,000
Newspapers	26,498,000	27,369,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	8,399,000	7,550,000
Total	$56,063,000	$55,276,000

Classification: tobacco (LNA G-110)
Marketing/brand management:
Exec. vp-mktg., Robert Ave
Vp-advtg. & brand mgmt., T. H. Mau
Grp. brand dir. (Kent, Kent III), George Telford
Brand mgr, John Marx
Media dir., Bill Sands
Mgr. OOH media, Lucy Puccio
Mgr., In-home, Stephen Molloy
Agency: FC&B, New York
Grp. mgmt. supr., K. R. Patton
Acct. supr., Paul Iffland
Acct. exec. (Kent & Max), Eileen Malone
Acct. exec., Kent III, Jill Seligson
Sr. vp-media dir., Madeline Nagel
Media supr., Mike Haggerty
Planner, Madeline Baker

27.
PEPSI-COLA
PepsiCo

	media dollars	
	1980	1981
Magazines	$ 30,000	$ 254,000
Supps	—	—
Newspapers	1,050,000	1,843,000
Network tv	20,619,000	10,129,000
Spot tv	26,740,000	34,461,000
Network radio	—	—
Spot radio	5,950,000	6,926,000
Outdoor	612,000	138,000
Total	$55,001,000	$53,751,000

Classification: soft drinks (LNA F-220)
Marketing/brand management:
Vp-mktg., Larry Higby
Media dir., Henry V. Hayes
Natl. media mgr., Ron Mednick

The (ME) test

☑ What mini-test market matches mainstream America demographics plus or minus 5%?
☑ What test market has the location that offers confidentiality/isolation to keep your new product hidden longer from competition?
☑ What market meets all the ADI media-mix requirements, minimal spillage, and low GRP costs (average 30 second TV spot reaches 19% @$15.50 per point; the newspaper buy reaches 50% @$28.80 a point)?
☑ What market offers tight monitoring and control with 80% reach of the All Commodity Volume through 14 supermarkets?
☑ What market has the most up-to-date auditing capabilities of Nielsen, Burgoyne, SAMI?
☑ What market is served by a dominant newspaper with over 86,000 daily circulation and 120,000 Sunday, 96% within the ADI?
☑ Check the (ME) market...The Portland Mainestream. Call Mark Sullivan (Portland, ME) 207-775-5811; Gary Gagne (Landon-Boston) 617-266-2141; Roger Power (Landon-NYC) 212-867-1112.

Test marketers select the (ME) Market... the Portland (ME) Press Herald and Evening Express.

Evening Express
Portland Press Herald
State borrows 2.3 million gallons of oil
Maine Sunday Telegram
Dissidents thank America

The Portland Mainestream
Nationally Marketed by
LANDON ASSOCIATES, INC.
23 offices coast-to-coast

Agency: BBDO, New York
Sr. vp-mgmt. suprs., Jack Kraushaar, Ken Rogers
Vp-acct. suprs.: Mary Jones, Dan Levinson, Allan Tractenberg, Bernie Lee, Gerret Schwieger
Exec. vp-dir. media/net. prog., Arnie Semsky
Sr. vp;media dir., Al Goldin
Vp-assoc. net. dir., Susan Auerbach
Vp-asst. media dir., Ivan Becker
Plng. supr., Rene Goldmuntz
Net supr., Larry Blasius
Plnr., Peter Harrington

28.

HONDA cycles and cars

American Honda Motor

	media dollars 1980	1981
Magazines	$10,657,000	$12,344,000
Supps	216,000	415,000
Newspapers	2,936,000	4,792,000
Network tv	15,625,000	18,275,000
Spot tv	3,183,000	9,240,000
Network radio	299,000	—
Spot radio	2,608,000	5,485,000
Outdoor	1,033,000	1,589,000
Total	$36,557,000	$52,140,000

* revised

Classifications: motorcycles (LNA G-440); passenger cars (LNA T-110)
Marketing/brand management:
(passenger cars)
Sr. vp, Cliff Schmillen
Natl. advtg. & sales prom. mgr., Joe Haight
(Motorcycles)
Natl. adv. mgrs., Jon Row, Neil Leventhal
Agencies: NA&S, Los Angeles
Sr. vp-mgmt. rep., Bob Welsh
Vp. assoc. med. dir., Bill Hagelstein
Acct. supr., Tom Cavanagh
Assoc. media dir., Ab Davis
Media supr., Nancy Strohn
Dailey & Assoc., Los Angeles
(Motorcycles)
Vp. mgmt. supr., Mike Nyerges
Vp-media dir., Marc Feidelson
Assoc. med. dir., George Troll

For alphabetical index turn to page 60. Trend comments start on page 64.

29.
OLDSMOBILE cars
General Motors

	media dollars 1980	1981
Magazines	$ 9,356,000	$14,012,000
Supps	—	—
Newspapers	7,794,000	9,785,000
Network tv	10,457,000	12,005,000
Spot tv	10,836,000	12,467,000
Network radio	837,000	434.000
Spot radio	1,871,000	3,249,000
Outdoor	522,000	110,000
Total	**$41,673,000**	**$52,062,000**

Classification: cars (LNA T-110)
Marketing/brand management:
Advtg. mgr., John F. Hamill
Asst. advtg. mgr., Ray Juracek
Agency: Leo Burnett, Southfield, MI
Exec. vp-gen. mgr., John C. Ryan
Vp-acct. supr., Roger K. Bailey
Vp-media dir., Joe Henry

30.
VOLKSWAGEN cars, trucks
Volkswagenwerk A. G.

	media dollars 1980	1981
Magazines	$11,578,000	$12,141,000
Supps	69,000	23,000
Newspapers	2,201,000	5,811,000
Network tv	18,635,000	19,942,000
Spot tv	12,838,000	11,141,000
Netqork radio	—	—
Spot radio	50,000	606,000
Outdoor	692,000	812,000
Total	**$46,063,000**	**$50,476,000**

Classification: passenger cars (LNA T-110)
Marketing/brand management:
Mgr. Volkswagen advtg., John Slaven
Adv. prom. specialist, George Pizzo
Agency: Doyle Dane Bernbach, New York
Exec. vp, Robert Rees
Sr. vp-mgmt. supr., Robert Dunn
Acct. supr., Al Steiner
Exec. vp-dir. media & prog., Michael Drexler
Vp-media planning dir., John Pansuti
Assoc. media planning director, Robert Gorby

31.
SALEM cigarettes
R. J. Reynolds

	media dollars 1980	1981
Magazines	$22,714,000	$13,146,000
Supps	4,580,000	1,913,000
Newspapers	29,853,000	22,311,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	9,684,000	11,441,000
Total	**$66,831,000**	**$48,811,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Dir. mktg. services, Marty Orlowsky
Dir. media, Dan Pearson
Group planning mgr., Tom McCabe
Brand planning mgr., Betty Garner
Brand mgr., K. Neher
Agency: William Esty, New York
Exec. vp-grp. mgmt. supr., L. M. Wassong
Mgmt. supr., J. E. Neal
Sr. vp-dir. media serv., William Seaman
Sr. vp-media dir., Peter Triolo
Vp-magazine serv., Gerald Crennan
Vp-print serv., Tom Reddy

32.
BURGER KING restaurants
Pillsbury

	media dollars 1980	1981
Magazines	$ 80,000	$ 162,000
Supps	—	—
Newspapers	51,000	59,000
Network tv	25,273,000	27,832,000
Spot tv	17.651,000	18,400,000
Network radio	—	—
Spot radio	1,669,000	1,979,000
Outdoor	351,000	365,000
Total	**$45,075,000**	**$48,797,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Sr. vp-mktg., Kyle Craig
Agency: JWT, New York
VP-media, Buck Buchanan
Mgmt. supr., Harry Clark
Grp. media dir., John Gray
Assoc. media dir.: Al Romano
Planners: Emily Troy, Jill Lipton
Assoc. media dir.-net. neg., Arnold Chase
Negotiator, Nancy Price

Oldsmobile
Cutlass Supreme

It's in VOGUE.
The book women live by.

33.

PONTIAC cars

General Motors

	media dollars 1980	1981
Magazines	$ 4,908,000	$ 4,763,000
Supps	—	—
Newspapers	5,114,000	5,950,000
Netqork tv	13,834,000	24,689,000
Spot tv	12,152,000	11,159,000
Network radio	—	893,000
Spot radio	339,000	1,171,000
Outdoor	317,000	73,000
Total	$36,664,000	$48,698,000

Classification: cars (LNA T-110)

Marketing/brand management:
Dir. mdsg., James Graham

Agency: D'Arcy-MacManus & Masius, Bloomfield Hills
President, James T. Doyle
Sr. vp-dir. media, mktg. & research, Lucien DiSalvo
Vp-media dir., Robert Spaulding
Sr. vp-mgmt. supr., John Greening
Assoc. med. dir., Dave Irvine

34.

UNITED

UAL

	media dollars 1980	1981
Magazines	$ 2,014,000	$ 2,075,000
Supps	1,000	—
Newspapers	16,062,000	18,937,000
Network tv	8,491,000	8,297,000
Spot tv	12,390,000	16,738,000
Network radio	—	—
Spot radio	8,149,000	1,055,000
Outdoor	270,000	395,000
Total	$47,377,000	$47,497,000

Classifications: passenger travel (LNA T-410); freight (LNA B-610)

Marketing/brand management:
Sr vp-marketing, John Zeeman
Dir. advtg., Bill Alenson
Mgrs.: Bill Groundwater (West) Al Sortwell (Central) L. A. Small (East)

Agency: Leo Burnett, Chicago
Sr. vp., Dave Smith
Sr. vp-media serv. dir., Kenneth Lane
Media dir., Sally Hunter
Acct. dir., Jim Thompson
Vp-acct. supr., John Goad
Acct. supr., Jim Dotter

35.

AMERICAN EXPRESS

American Express

	media dollars 1980	1981
Magazines	$ 5,846,000	$ 8,840,000
Supps	193,000	271,000
Newspapers	2,168,000	5,075,000
Network tv	15,612,000	22,195,000
Spot tv	11,342,000	8,455,000
Network radio	933,000	1,034,000
Spot radio	1,624,000	1,440,000
Outdoor	5,000	—
Total	$37,723,000	$47,310,000

Classifications: financial (KNA B-150); travel services (LNA T-420)

Marketing/brand management:
Vp-marketing, No. Amer., Richard McCaffrey
Vp, Richard Kotz (card)
Vp-adv.; Dick Rosenbloom, Bill Zins (cheques)

Trend comments start on page 64.

Vp.-mktg. serv., Ron Friedman (travel & lodging)

Agency: Ogilvy & Mather, New York
Sr. vp-grp. dir., Brendan Ryan
Sr. vp-assoc. media dir., Wilma Epstein
Vp. asst. med. dir., Linda Fidelman
Sr. vp-mgmt. supr., Shelly Lazarus (card)
Vp-mgmt. supr., Michael Newbrand cheques)

36.

CLAIROL hair products

Bristol-Myers

	media dollars 1980	1981
Magazines	$10,692,000	$14,501,000
Supps	1,594,000	1,192,000
Newspapers	1,920,000	1,370,000
Network tv	27,929,000	24,929,000
Spot tv	5,340,000	4,073,000
Network radio	—	—
Spot radio	—	879,000
Outdoor	12,000	—
Total	$47,487,000	$46,944,000

Classification: hair products (LNA D-140); bath toiletries (LNA D-130)

Marketing/brand management:
VP marketing, Dave Ruckert
Vp-sales, Don L. Harkness
Group product mgrs.: Mike Lorelli (hair care), Rich Davidian (hair color), John Doran (new products)

AMERICAN EXPRESS
It's in VOGUE.
The book women live by.

Agencies: Ogilvy & Mather, N.Y.
Hair care/new products
Sr. vp-grp. dir., John Blaney
Vp-mgmt. supr., Shelly Lazarus
Sr. vp-dir. media oper., Kenneth Caffrey
FC&B, New York
Hair care/hair coloring
Sr. vp-group mgmt. supr., Alan Klein
Vp-mgmt. supr., Jor Froschi
Vp-assoc. media dir., Michael Haggerty
Appliances
Vp-mgmt. supr., Bob Patton
Sr. vp-media dir., Madeline Nagel
Media supr., Madelyn Baker
Vp-acct. supr., Dany Khosrovani
Acct. supr., Stephen Smith
DDB, New York
Group sr. vp, John H. Leonard
Sr. vp-mgmt. supr., Milton Harkrader
Vp-acct. suprs.: Stephen Kutler, Barbara Monte
Acct. execs.: Phyllis Califano, Barbara Liedeker, Betsy Means, Pat Stockhuasen
Asst. acct. execs.: Alexa Ratway, Robert Jeffrey
Admin. Asst., Marie Henderson
Exec. vp-dir. media & prog., Michael Drexler
Vp-media plng. dir., Conant Sawyer
Media planning dirs., Pat Engel, Joan Gugliotta
Wyse, New York
Clairesse, new products
Vp-media dir., Nat Gayster
Acct. supr., John Shima
Acct. exec., Robert Grossman, Joann Barbieri
Sr. media plnr., John O'Brien

37.

COCA-COLA soft drink
Coca-Cola

	media dollars 1980	media dollars 1981
Magazines	$ 927,000	$ 350,000
Supps	—	—
Newspapers	1,304,000	2,191,000
Network tv	16,461,000	15,203,000
Spot tv	18,235,000	20,446,000
Network radio	—	—
Spot radio	5,611,000	6,231,000
Outdoor	2,450,000	2,458,000
Total	$44,988,000	$46,879,000

Classification: soft drinks (LNA F-220)
Marketing/brand management:
Vp-mktg. serv., John J. Gillin
Dir., media services, Charlotte Weissenberger
Agencies: McCann-Erickson, N.Y./Atlanta
Pres., McCann-Erickson USA, John Bergin
Exec. vp, Ron Sugarman (Atlanta)
Vp-mgmt. rep., Wayne Thornhill
Exec. vp, dir. media servs., Gene DeWitt
Sr. vp-plng. dir., Ira Carlin
Vp-natl. bdcst., Saul Cohen
Vp-assoc. plng. dir., Gene Hayes
Media grp head, Joan Blayney
Ed. Yardang & Assoc., San Antonio
(Hispanic advertising)
Vp-mkgt. servs., Debbie Prost
Media dir., Toni Pratt

For alphabetical index turn to page 60.
Trend comments start on page 64.

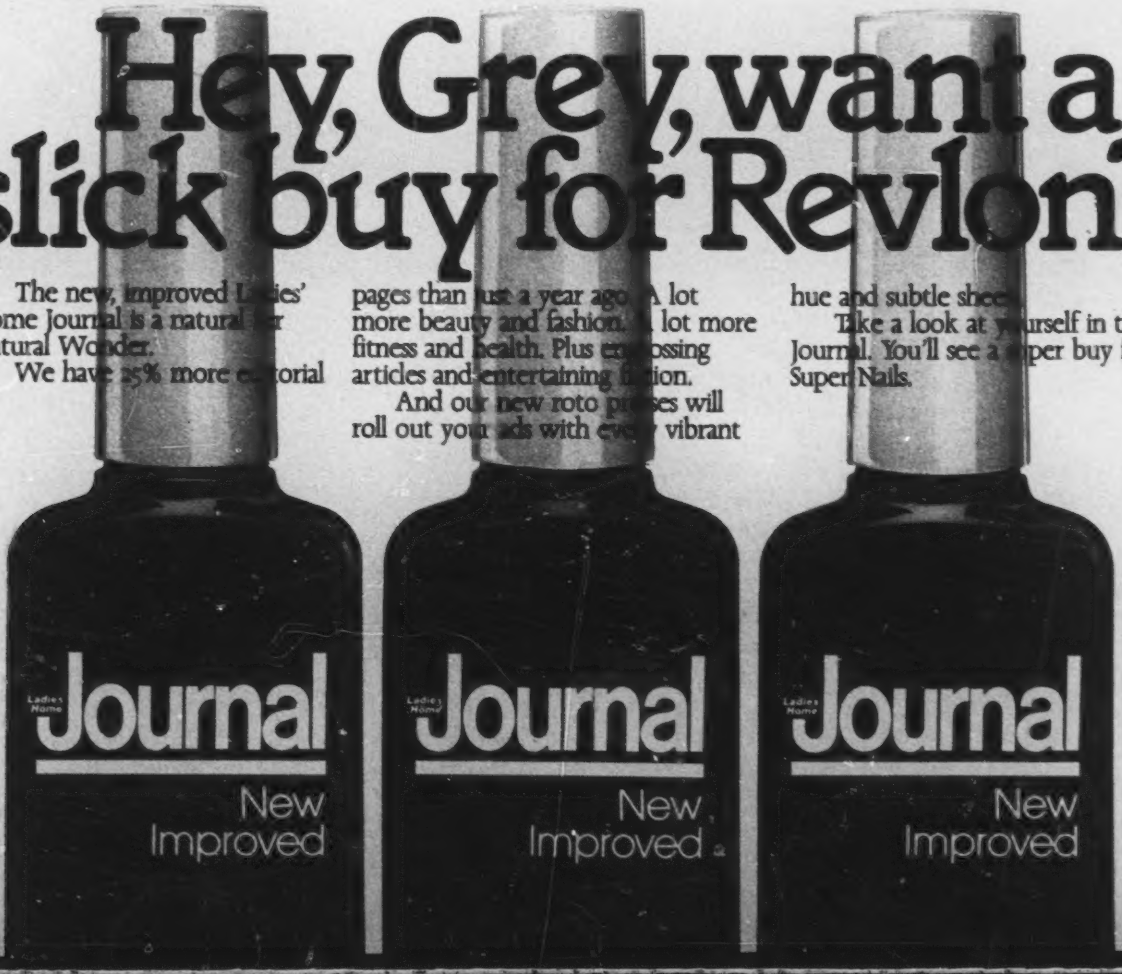
Hey, Grey, want a slick buy for Revlon?

The new, improved Ladies' Home Journal is a natural for Natural Wonder.

We have 25% more editorial pages than just a year ago. A lot more beauty and fashion. A lot more fitness and health. Plus engrossing articles and entertaining fiction.

And our new roto presses will roll out your ads with every vibrant hue and subtle sheen.

Take a look at yourself in the Journal. You'll see a super buy for Super Nails.



In the TAMPA BAY MARKET*
The Tampa Tribune-Times offers advertisers THE LOWEST

CPM

PROSPECTS
in the buying ages and higher income households!

Find out why the Tampa Tribune-Times is the quality buy in the Tampa Bay market. Just send us your business card and we'll mail you our latest market brief, "The Quality Buy."

THE TAMPA TRIBUNE
Morning and Sunday

The Tampa Times
Evening and Sunday

Send to: Byron Taggart,
General Advertising Mgr.
Tampa Tribune-Times,
P. O. Box 191,
Tampa, Florida 33601

*The dynamic Tampa Bay market is comprised of Hillsborough, Pasco and Pinellas Counties.

The Quality Buy

38.

POST cereals

General Foods

	media dollars	
	1980	1981
Magazines	$ 46,000	$ 1,398,000
Supps	561,000	9,000
Newspapers	269,000	151,000
Network tv	25,322,000	33,035,000
Spot tv	7,192,000	11,328,000
Network radio	—	—
Spot radio	—	35,000
Outdoor	—	—
Total	$33,390,000	$45,956,000

Classification: cereals (LNA F-122)
Marketing/brand management:
Gen. mgr., William Korab
Mktg. mgr., Tom Herskovits
Cat. mgrs.: Rick Power, Chuck Marcy
The media group includes:
Dir. media servs.; David K. Braun
Assoc. media dir., P. E. Kane
Mgr. media, Robert Gillespie
Media coor., L. F. Meyer
Mgr. media plng., D. J. Miceli
Mgr. media res., James Spaeth
Agencies: Ogilvy & Mather, N.Y.
Sr. vp-acct. grp. dir., Steve Humphrey
Vp. mgmt. super., Paul Kurnit
Sr. vp med. oper., Ken Caffrey
Sr. vp-assoc. media dirs.: Tony Nacinovich, Wilma Epstein
Asst. media dir., Bert delos Reyes
Grey, New York
Mgmt. rep., Dick O'Brien
Mgmt. supr., Tom Aydelotte
Sr. vp-dir. media & prog., Alec Gerster

39.

CREST toothpaste

Procter & Gamble

	media dollars	
	1980	1981
Magazines	$ 2,387,000	$ 6,693,000
Supps	—	14,000
Newspapers	12,000	124,000
Network tv	23,140,000	35,258,000
Spot tv	3,110,000	3,690,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	109,000
Total	$28,649,000	$45,888,000

Classification: dental supplies (LNA D-121)
Marketing/brand management:
Brand mgr., Jerry Perkinson
Advtg. mgr., Rick Frank
The media group includes:
Dir. media, Russ Condit
Media suprs.: James P. Connell, R. H. Jones, John Taylor
Assoc. media mgr., J. R. Maxwell
Agency: Benton & Bowles, New York
Sr. vp-acct. dir., Tom Carey
Sr. vp-mgmt. supr., Steve Davis
Acct. supr., Greg Walker
Sr. vp-dir. media mgmt., Michael Moore
Vp-assoc. media dir., Steve Farella

40.

AMERICAN

American Airlines

	media dollars	
	1980	1981
Magazines	$ 4,081,000	$ 4,343,000
Supps	172,000	592,000
Newspapers	17,158,000	20,159,000
Network tv	1,056,000	2,987,000
Spot tv	10,949,000	10,418,000
Network radio	—	—
Spot radio	7,977,000	6,764,000
Outdoor	565,000	418,000
Total	$41,958,000	$45,661,000

Classifications: passenger travel (LNA T-410); freight (LNA B-610)
Marketing/brand management:
Vp-pass. sales/advtg., R. W. Baker
Sr. dir.-adv., Adrianna S. Boylan
Mgrs. advtg.: Judith A. Kirvan, William E. Quachenbush, Bruce Goodyear
Dir.-sales prom., Frank J. DiNuzzo
Mgr. advtg. admin., Gregg Mavico
Agency: Bozell & Jacobs, Dallas
Sr. vp-media dir., Hugh O'Brien
Vp-assoc. media dir., Tom Bolzer
Media plnr., Jim Himmell
Media suprs.: John Thomson, Julia Hagmann
Sr. vp-acct. serv. dir., Paul Gold
Sr. vp-acct. supr., Tom Stumpf
Vp-acct. supr., Tom Hooke

41.

MAXWELL HOUSE coffee

General Foods

	media dollars	
	1980	1981
Magazines	$ 795,000	$ 3,910,000
Supps	1,590,000	304,000
Newspapers	2,968,000	1,827,000
Network tv	20,156,000	25,031,000
Spot tv	13,379,000	8,973,000
Network radio	3,380,000	2,829,000
Spot radio	2,800,000	2,735,000
Outdoor	22,000	—
Total	$45,090,000	$45,609,000

Classification: beverages (LNA F-170)
Marketing/brand management:
Grp. vp, Bob Seelert
Mktg. & dev. mgr., Steve Morris
Cat. mgrs.: Dave Gustin, Joel Johnson, Chuck Phillips
The media group includes:
Dir. media servs.- David K. Braun
Assoc. media dir., P. E. Kane
Mgr. media, Robert Gillespie
Media coor., L. F. Meyer
Mgr. media plng., D. J. Miceli
Mgr. media res., James Spaeth
Agency: Ogilvy & Mather, New York
Sr. vp-gov. dir., Stephen Humphrey
Sr. vp-dir. medi oper., Kenneth Caffrey
Sr. vp-assoc. media dir., Tony Nacinovich
Vp-asst. media dir., Ray Simko
Media planner, Kristy Allen

42.
BUICK cars
General Motors

	media dollars	
	1980	1981
Magazines	$ 4,601,000	$ 5,945,000
Supps	56,000	101,000
Newspapers	5,282,000	5,861,000
Network tv	15,349,000	15,990,000
Spot tv	12,721,000	15,327,000
Network radio	854,000	994,000
Spot radio	705,000	273,000
Outdoor	363,000	725,000
Total	**$39,931,000**	**$45,216,000**

Classification: cars (LNA T-110)
Marketing/brand management:
Vp-gen. mgr., L. E. Reuss
Gen. sales mgr., J. C. Perkins
Asst. gen. sales mgr., J. J. Faerber
Dir. adv., Harold E. Savage
Agency: McCann-Erickson, Detroit
Sr. vp-mgmt.: Gerald C. Atkin, sr. vp-mgmt. supr.: H. W. Grusche
Vp-acct. supr., Edmund H. Sale
Vp-media dir., W. Brien Schweikart

43.
MERCURY cars
Ford Motor

	media dollars	
	1980	1981
Magazines	$ 5,840,000	$ 9,914,000
Supps	31,000	—
Newspapers	885,000	4,619,000
Network tv	22,431,000	21,872,000
Spot tv	13,449,000	7,375,000
Network radio	1,966,000	238,000
Spot radio	647,000	957,000
Outdoor	285,000	132,000
Total	**$45,534,000**	**$45,107,000**

Classification: passenger cars (LNA T-110)
Marketing/brand management:
Gen. mktg. mgr., B. Coughlan
Adv. mgr., John B. Vanderzee
Agency: Young & Rubicam, Detroit
Sr. vp-grp. dir., John Sanders
Vp-media dir., Ken Pool

44.
MICHELOB beer
Anheuser-Busch

	media dollars	
	1980	1981
Magazine	$ 2,019,000	$ 3,380,000
Supps	—	—
Newspapers	384,000	798,000
Network tv	26,032,000	31,062,000
Spot tv	1,622,000	4,402,000
Network radio	670,000	878,000
Spot radio	2,573,000	4,179,000
Outdoor	323,000	148,000
Total	**$33,623,000**	**$44,847,000**

Classification: beer (LNA F-310)
Marketing/brand management:
Vp-marketing, Michael J. Roarty
Vp-brand mgmt., Jack MacDonough
Vp-corporate media, Charles B. Fruit
Grp. mktg. mgr., David C. Drew
Sr. prod. mgr.: Henry Cardello (Michelob), Paul Basquin (Michelob Light)
Asst. prod. mgrs.: William Glickert (Michelob), Bob Doyle (Michelob Light)
Brand prom. mgr.: Sharon Jacobson (Michelob), Janey Marks (Michelob Light)
Dir. spec. mkts., Robert E. McDowel
Agency: D'Arcy-MacManus & Masius, St. Louis
Sr. vp-mgmt. supr., Percy Orthwein
Vp-group supr., Bob Gulousen
Acct. suprs.: Mark Polan (Michelob), Pat Harrington (Michelob Light)
Acct. execs.: Jeff Kuehl, Terry Lucas (Michelob Light), Kelly Miles, Dave Gulick (Michelob)
Sr. vp-dir. media servs., Frank Kopec
Vp-grp. media dir., Steve Phelps
Assoc. media dirs.: Mike Nyikes (Michelob Light), Glenn DeWees (Michelob)
Media suprs.: Steve Winkler (Michelob Light), Rachelle Wiener (Michelob)

For alphabetical index turn to page 60.

45.
ANACIN analgesic
American Home Products

	media dollars	
	1980	1981
Magazines	$ 1,655,000	$1,649,000
Supps	—	359,000
Newspapers	—	36,000
Network tv	35,939,000	37,855,000
Spot tv	4,698,000	4,197,000
Network radio	1,176,000	533,000
Spot radio	45,000	12,000
Outdoor	—	—
Total	**$43,513,000**	**$ 44,641,000**

Classification: medicines and proprietary remedies (LNA D-210)
Marketing/brand management:
Grp. mgr., Dick Howland
Sr. prod. mgr., John Casey
Pr. mgr., Dorothy McKenna
William Esty, New York
(Anacin III)
Vp-assoc. media dir., Joseph Sander
Vp-acct. supr., William Waldron
Rosenfeld, Sirowitz, Lawson, NY
Mgmt. supr., Sid Lawrence
Acct. supr., Dave Reeves
Exec. vp-dir. media serv., Robert W. Hinson
Assoc. media dir., Ron Hatcher
Sr. media plnr., Tim McHacer
Media plnr., Mike Delaney

46.
MORE cigarettes
R. J. Reynolds

	media dollars	
	1980	1981
Magazines	$ 8,387,000	$12,607,000
Supps	2,652,000	2,545,000
Newspapers	3,751,000	24,000,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	1,659,000	4,954,000
Total	**$18,448,000**	**$44,106,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Dir. mktg. servs., Marty Orlowsky
Dir. media, Dan Pearson
Grp. plng. mgr., Bernie Bauquess
Agency: Leber Katz Partners, N.Y.
Sr. mgmt. supr., Jerome Davidow
Mgmt. supr., Bob Hirsch
Acct. supr., Bob Shull
Sr. vp-media dir., Charles Buccieri

When only the best will do.

Specializing in Media,
Account Management,
Traffic, Advertising/
Sales Promotion.
We'll make your search
easy and successful.

Contact Karen Katz, VP
Director of Advertising Services

Forum Personnel Inc.
342 MADISON AVE
NEW YORK, N.Y. 10017
(212) 687-4050 AGENCY

More from Maine...

BANGOR NEWS NET UNDUPLICATED AUD. 167,000

PRESS HERALD/EXPRESS NET UNDUPLICATED AUD 160,800

Less from your ad budget.

BANGOR NEWS CPM REACH $6.35

PORTLAND PRESS HERALD/ EXPRESS CPM REACH $6.78

THE BETTER BUY IS BANGOR

BANGOR DAILY NEWS
NORTHERN NEW ENGLAND'S LARGEST DAILY NEWSPAPER

Source: AUDIT REPORTS, SEPT. 30, 1981, TELMAR MEDIA CALCULATOR, 1982, SMRB, 1981, SRDS, 1981.

47.
EASTERN
Eastern Air Lines

	media dollars 1980	media dollars 1981
Magazines	$ 4,617,000	$ 3,933,000
Supps	189,000	81,000
Newspapers	19,814,000	23,597,000
Network tv	1,963,000	1,742,000
Spot tv	6,346,000	4,761,000
Network radio	—	—
Spot radio	5,342,000	6,968,000
Outdoor	1,911,000	2,404,000
Total	**$40,182,000**	**$43,486,000**

Classifications: passenger travel (LNA T-410); freight (LNA B-610)

Marketing/brand management:
Sr. vp-mktg., Russell L. Ray
Vp-adv., William H. Dowse
Mgr. adv. ser., Robert A. Wolf

Agency: Campbell-Ewald, Detroit
Exec. vp-acct. dir., P. A. Dow
Sr. vp.-mgmt. supr., J. V. Karle
Exec. vp-media dir., Thomas Glynn
Sr. vp. a.m.d., J. W. Nuccio

48.
WRIGLEY gum
Wm. Wrigley, Jr.

	media dollars 1980	media dollars 1981
Magazines	$ 611,000	$ 4,000
Supps	—	—
Newspapers	517,000	—
Network tv	24,561,000	32,181,000
Spot tv	8,617,000	9,350,000
Network radio	1,143,000	—
Spot radio	168,000	1,740,000
Outdoor	—	—
Total	**$35,617,000**	**$43,275,000**

Classification: gum (LNA F-210)
Marketing/brand management:
Vp-marketing, Ron Cox
Asst. vp-adver., Henry Berchert
Marketing mgrs., Niels Hoegh-Guldberg, Gary Bebee
Agencies: BBDO, Chicago
Pres. Eric Harkna
Vp-mgmt. supr., Andrew Donchak
Vp-acct. supr., Walt Waschick
Vp-exec. dir. of media, Leonard Kay
Vp. dir. med. plan., Robert Garrison
Director of spot buying, Joanne Evans
NH&S, Chicago
Sr. vp-media dir., David Drake
Vp-assoc. media dir., Glenn J. Erdell
Media supr., Lynne Palmore
Media plnr., Christine Brigham
Print plnr., Janice T. Bailey
Local bdcst. buyer, Lenore Murphy
Vp-network dir., Wesley P. Dubin
Network suprs.: Joan Murphy (tv), Ira Berger (radio)
Network plnr., Betty Pat McCoy
Sr. vp-mgmt. rep., James E. Fasules
Acct. supr., Karen M. Wagenknecht
Acct. exec., Karl Buhl

49.
MATTEL toys
Mattel

	media dollars 1980	media dollars 1981
Magazines	$ 1,521,000	$ 3,580,000
Supps	214,000	102,000
Newspapers	722,000	2,186,000
Network tv	14,557,000	25,919,000
Spot tv	8,410,000	9,975,000
Network radio	—	—
Spot radio	12,000	30,000
Outdoor	—	20,000
Total	**$25,436,000**	**$41,782,000**

Classification: games (LNA G-450)
Marketing/brand management:
Vp-mktg. services, Pat Feely
Dir. adv., Lois Hanrahan
Agency: Ogilvy & Mather, L.A.
Exec. med. dir., Jim Sermanek
Media dir., Dianna Brannon
Assoc. media dirs., Mary Flatlie, Tom Coglin

50.
EXXON gasoline
Exxon

	media dollars 1980	media dollars 1981
Magazines	$ 824,000	$ 6,701,000
Supps	—	—
Newspapers	2,617,000	1,110,000
Network tv	9,891,000	24,199,000
Spot tv	4,711,000	6,247,000
Network radio	343,000	313,000
Spot radio	894,000	2,684,000
Outdoor	269,000	258,000
Total	**$19,548,000**	**$41,512,000**

Classifications: general (LNA T-230); gasoline, oil (LNA T-210)
Marketing/brand management:
Advtg. mgrs., R. C. Knowles (marketing, J. B. Davis (public affairs)

Mgr. comm. programs, J. Kenneth Kansas
Agencies: McCann-Erickson
Exec. vp-mgmt. supr., J. G. Hetherly
Vp-mktg. dir., Jim Shelby
Vp-acct. supr., R. T. Brogam
Vp-media dir., Charles C. Miller
McCaffrey & McCall, New York
Sr. vp-grp. acct. mgmt., John B. Collins
Vp-acct. suprs.: Ralph Thomas, Sam Fertig
Sr. vp-media dir., Harris Lefkon
Vp.-med. mgr., Tom Wilson
Assoc. med. dir., Hans Zucker
Med. supr., Ann Price

51.
POLAROID cameras

	media dollars 1980	1981
Magazines	$ 5,140,000	$ 6,418,000
Supps	158,000	51,000
Newspapers	900,000	2,267,000
Network tv	29,813,000	30,334,000
Spot tv	905,000	1,457,000
Network radio	413,000	—
Spot radio	—	—
Outdoor	5,000	—
Total	**$37,334,000**	**$40,527,000**

Classification: cameras (LNA G-230)
Marketing/brand management:
Vp. mktg., commun., Theodore Voss
Dir. No. Amer. adv., James Andrews
Dir. U.S. cons. advert., Laurence Beeson
Grp. adv. mgr., Harry Falber
Ad. mgr., Richard Grachetti
Asst. adv. mgr., Stephan Bassett
Agency: Doyle Dane Bernbach, N.Y.
Grp. sr. vp, James V. McConnell Jr.
Exec. vp-media div., Mike Drexler
Vp-media planning dir., Steve Caputo
Asst. media planner: Angelo Kalogiannia, Elizabeth Saslow, Chris Tinkham

52.
DU PONT

	media dollars 1980	1981
Magazines	$20,536,000	$23,674,000
Supps	1,581,000	2,209,000
Newspapers	283,000	300,000
Network tv	15,729,000	11,688,000
Spot tv	2,210,000	1,651,000
Network radio	22,000	65,000
Spot radio	244,000	395,000
Outdoor	4,000	3,000
Total	**$40,609,000**	**$39,985,000**

Classifications: manufactured materials (LNA B-510); paints (LNA H-541); apparel fabrics (LNA A-170); automotive accessories (LNA T-150)
Marketing/brand management:
Dir. mktg. comm., H. Lloyd Taylor
Adv. mg'rs., J. M. Murray, 2nd (paint), John Swajeski (auto products and Corian), John E. Sly (Teflon), J. B. Brett, Jr. (carpet fibers and Fiberfill)
Adv./prom. reps. E. R. Albright (men's apparel), Robert Altmaier (Teflon)
Frank Ockenfels (Qiana)
Duane Roach (Womenswear/Dacron)
Al Carnavale (Sweaters)
Carol Gee (Int. App.)
F. Kelly (Craft Yarns)
B. Bispham (Home Furn)
I. J. Kappes (Men's Hosiery)
Agencies: NW Ayer, New York
(Paint, Teflon, Corian)
Sr. vp-mgmt. supr., Mark Bollman
Sr. vp-media dir., Marcella Rosen
BBDO, New York
Sr. vp-mgmt. supr., Bernie Gross
Exec. vp-dir. media/net. prog., Arnie Semsky
Vp-assoc. media dir., Bill Wiener
Vp-asst. media dir., Mike Bienstock
Vp-acct. suprs., Bill Beste, Ed Carrington, Pam Gould

Philadelphia. Now What?

SPAN

Now that the Bulletin is gone, you have an even better alternative to reach your market... SPAN...the Suburban Philadelphia Area Newspapers network. It's the upscale, #2 buy that effectively covers the best of the market - the suburbs.

420,000 circulation. 14 newspapers. One order/one bill. Ask for SPAN's new market kit showing the new way to buy the Philadelphia ADI...without the Bulletin.
In Philadelphia: Tom Phillips (215) 527-5011;
in New York: Roger Power (212) 867-1112.

Nationally marketed by
LANDON ASSOCIATES, INC.
23 offices coast-to-coast

53.

COLUMBIA motion pictures

Columbia Pictures

	media dollars 1980	media dollars 1981
Magazines	$ 1,172,000	$ 1,225,000
Supps	53,000	18,000
Newspapers	123,000	29,000
Network tv	27,121,000	32,612,000
Spot tv	5,141,000	2,763,000
Network radio	—	61,000
Spot radio	2,698,000	3,101,000
Outdoor	9,000	22,000
Total	**$36,317,000**	**$39,831,000**

Classification: movies (LNA G-310)

Marketing/brand management:

Vp-adv. & promo., Steve Astor

Agency: Stursberg & Hewitt, N.Y.

Vp-client serv., David Stone

Med. dir., Lynn Promotion, Gerry Rosen

54.

DELTA (Delta Air Lines)

	media dollars 1980	media dollars 1981
Magazines	$ 809,000	$ 1,231,000
Supps	—	—
Newspapers	20,133,000	21,471,000
Network tv	—	64,000
Spot tv	4,598,000	5,096,000
Network radio	—	—
Spot radio	8,045,000	10,310,000
Outdoor	1,312,000	1,600,000
Total	**$34,897,000**	**$39,772,000**

Classification: travel (LNA T-410)

Marketing/brand management:

Senior vice-president, marketing, J. A. Cooper

System mgr.-adv., Tom Porter

Agency: Burke Dowling Adams/BBDO, Atlanta

Pres./mgmt. supr., Glenn Verrill

Vp-acct. supr., Jack Walz

Vp-media dir., Martin Hollinger

Plan. super., Cindy Abramovitz

55.

SEAGRAM liquors

Seagram Distillers Co.

	media dollars 1980	media dollars 1981
Magazines	$32,122,000	$29,742,000
Supps	2,140,000	2,027,000
Newspapers	4,397,000	2,384,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	3,707,000	4,975,000
Total	**$42,366,000**	**$39,128,000**

Classification: liquor (LNA F-330)

Marketing/brand management:

Exec. vp-mktg., Joel Weiner

Agencies: Warwick, Welsh & Miller, New York

Grp. sr. vp-mgmt. supr., James Driscoll

Sr. vp-mgmt. suprs.: Mike Graham, Ken Sammon

Grp. sr. vp-media and admin., John Meskil

Sr. vp-media dir., Dominick Spoto

Vp-media supr., Gordon Bring

Vp-media supr., Peter Dalton

Vp-media supr., Jerry Seuferling

Media supr., Marilyn Alterman

William Esty, New York

Sr. vp-management supr., John Scott

Vp-account supr., Stanley Joyce

Sr. vp-media, Peter Triolo

Vp-assoc. media, dir., G. Grennan

56.

SEVEN-UP soft drink

Philip Morris

	media dollars 1980	media dollars 1981
Magazines	—	$ 2,774,000
Supps	$ 646,000	256,000
Newspapers	1,301,000	1,087,000
Network tv	21,321,000	24,085,000
Spot tv	3,992,000	3,957,000
Network radio	—	—
Spot radio	4,221,000	3,868,000
Outdoor	446,000	1,896,000
Total	**31,927,000**	**$37,923,000**

Classification: soft drinks (LNA F-220)

Marketing/brand management:

Sr. vp-corp. mktg., A. J. Bissmeyer III

Dir. dist. plng., Todd Ryan

Dir. mktg. services, James Perabo

Vp-brand mgmt., David Smith

Vp-media & mktg. serv. Ralph Countryman

Agency: N W Ayer, New York

Exec vp-mgmt. supr., Dominick Rossi

Seagram's VO

It's in VOGUE.

The book women live by.

Acct. execs.: Duncan Gray, Pip Muir, Kathy Hayes, Chris Hooper, Howard Sherman
Mgmt. supr., Steve Bretschneider
Acct. supr., Keith McCarren, Jim Haag
Sr. vp-media dir., Marcella Rosen
Assoc. media dir., Allen Brivie
Media suprs., Rich Alcott (regular) Mimi Ritter (diet)
Media planners, Jim Cadwell (regular), Abbie Van Nostrand (diet)
Asst. plnr., Roberta Reissman

57.
TWA
Trans World Airlines

	media dollars 1980	1981
Magazines	$ 2,071,000	$ 3,272,000
Supps	28,000	199,000
Newspapers	17,427,000	17,354,000
Network tv	1,493,000	1,652,000
Spot tv	8,810,000	9,345,000
Network radio	—	648,000
Spot radio	4,637,000	4,757,000
Outdoor	26,000	42,000
Total	**$34,492,000**	**$37,269,000**

Classification: passenger travel (LNA T-410)
Marketing/brand management:
Staff vp-pass. mktg., Larry Toulouse
Agency: Ogilvy & Mather, New York
Exec. dir. med. oper., Ken Caffrey, Jr.
Vp-asst. media dir., Jack Deitchman
Mgmt. supr.-leisure, Steven Morvay, Kelly O'Dea
Mgmt. supr., Max Bisset
Asst. med. dir., Dr. Tony Desena

58.
OIL OF OLAY
Richardson-Vicks

	media dollars 1980	1981
Magazines	$ 2,758,000	$ 3,222,000
Supps	—	—
Newspapers	—	—
Network tv	26,499,000	27,889,000
Spot tv	2,481,000	4,651,000
Network radio	—	1,232,000
Spot radio	—	177,000
Outdoor	—	—
Total	**$31,738,000**	**$37,171,000**

Classification: cosmetics (LNA D-110)
Marketing/brand management:
Dir. of media, Irwin Fleischer
Media coordinator, Evelyn Fitzsimmons
Mktg. mgr., Peter Wilson
Agency: Young & Rubicam, New York
Acct. supr., Robert Donahoe
Vp-med. grp. supr., Carla Pascale
Med. supr., Donna Campanella
Sr. plnr., Jim Roxbury

59.
TYLENOL products
Johnson & Johnson

	media dollars 1980	1981
Magazines	$ 2,359,000	$ 2,818,000
Supps	—	96,000
Newspapers	70,000	—
Network tv	23,273,000	31,971,000
Spot tv	793,000	1,881,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$26,495,000**	**$36,766,000**

Classification: headache remedies (LNA D-211)
Marketing/brand management:
Prod. dir., Sal Uglietta
Agency: Compton, New York
Acct. supr., John Sloan
Mgmt. supr., Tom Lom
Media mgr., Carol Karasick

60.
CADILLAC cars
General Motors

	media dollars 1980	1981
Magazines	$ 3,886,000	$ 6,212,000
Supps	101,000	66,000
Newspapers	9,621,000	13,522,000
Network tv	2,421,000	6,012,000
Spot tv	6,543,000	5,338,000
Network radio	—	—
Spot radio	2,367,000	1,321,000
Outdoor	198,000	198,000
Total	**$25,137,000**	**$36,669,000**

Classification: passenger cars (LNA T-110)
Marketing/brand management:
Mktg. dir., Gordon Horsburgh
Dir. mdsg., R. B. Welday
Asst. dir. mdsg., F. R. Cadicamo, W. J. Dean
Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.
Pres., James T. Doyle
Sr. vp.-mgmt. supr., Alex Morton
Sr. vp dir. med., Lucien Di Salvo
Vp. med. dir., Robert Spaulding
Vp-acct. supr., Robert Wallace
Assoc. media dir., Marty Choinski

61.
KENTUCKY FRIED CHICKEN
Heublein

	media dollars 1980	1981
Magazines	—	—
Supps	—	
Newspapers	(no data)	(no data)
Network tv	$16,772,000	$20,371,000
Spot tv	12,641,000	15,290,000
Network radio	—	—
Spot radio	1,242,000	459,000
Outdoor	343,000	531,000
Total	**$30,998,000**	**$36,551,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Exec. dir., Phillip E. Risinger
Mktg. mgr., Michael O. Willson
Agency: Young & Rubicam, N.Y.
Sr. vp-mgmt. dir., John McGarry
Sr. mgmt. supr., Edward Lebar
Vp-grp. supr., Joe Mannix

62.
PILLSBURY foods
Pillsbury

	media dollars 1980	1981
Magazines	$ 3,386,000	$ 3,575,000
Supps	—	51,000
Newspapers	683,000	726,000
Network tv	20,887,000	25,203,000
Spot tv	7,554,000	6,810,000
Network radio	314,000	—
Spot radio	10,000	115,000
Outdoor	—	—
Total	**$32,834,000**	**$36,480,000**

Classifications: bakery goods (LNA F-160); cooking products (LNA F-110); prepared foods (LNA F-120)
Marketing/brand management:
Vp-general manager: Raymond Kimrey (refrigerated products), Thomas McBurney (dry grocery products), Kent Larson (frozen products), Don Osell (diversified products), William McGrath (business development)

Directors of marketing: Richard Nickel (frozen pizza), Geo. McCarthy (frozen entrees), Pete Mihajlov (refrigerated foods), Daniel Locke (dry grocery prods.)
Director-advert. services: William Edgley

Agencies: Leo Burnett, Chicago
Grp. vp., list prods., William Boris
Account dir., Bill Wohlfeil
Sr. vp-media serv. dir., Kenneth Lane
Media dir.: Lincoln Bumba

Paragon Advertising, Mpls.
Sr. vp-acct. supr., Phil Hummel
Media dir., Steve Anderson

Ketchum Advtg., San Francisco
Sr. vp-mgmt. supr.: Dean Schwatz, Tom Kettinger
Assoc. media dir., Cheryl Kahn
Sr. vp-media dir., Richard Hamilton

JWT, New York
Vp-media, Thurman Pierce

BBDO, New York
Vp-mgmt. super., Bob Spofford
Vp-acct. super., Lonny Strum
Vp-acct. super., Bill McDaniel
Exec. vp-director of Media & Programming, Arnie Semsky
Assoc. dir., Mike Drake
Asst. dir., Bruno Crea

63.
BENSON & HEDGES
Philip Morris

	media dollars	
	1980	1981
Magazines	$15,652,000	$19,485,000
Supps	3,260,000	4,800,000
Newspapers	6,597,000	7,032,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	5,264,000	4,554,000
Total	**$30,773,000**	**$35,871,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand & promotion, Robert Fitzmaurice
Brand mgr., William K. Cutler
Vp-media, James L. Thompson, Jr.

Agency: Wells, Rich, Greene, NY
Sr. vp-acct. grp. head, Ed Wax
Vp-mgmt. supers.: Jane Eastman, Vince Minicucci
Sr. vp-corp. med. dir., Bob Geis
Vp-plng. servs. dir., Steve Ziglar
Vp-plng. grp., Bernie Goldstein

64.
GENERAL MOTORS
Corporate
General Motors

	media dollars	
	1980	1981
Magazines	$11,041,000	$14,010,000
Supps	350,000	201,200
Newspapers	3,715,000	5,367,000
Network tv	23,751,000	14,716,000
Spot tv	263,000	129,000
Network radio	398,000	770,000
Spot radio	—	—
Outdoor	36,000	18,000
Total	**$39,554,000**	**$35,211,000**

Classification: general promotion (LNA T-111, 154)
Marketing/brand management:
(Corporate advertising)
Vp-sales & mktg., R. D. Lund
Exec. dir., mktg., J. N. Stewart
Advtg. mng., D. J. Teasdale
Asst. advtg. mng., J. W. Finney
Asst. advtg. mgr., D. K. Murley
Asst. advtg. mgr., D. J. Bolen
(public affairs advertising)
Vp-pub. rel., J. W. McNulty
Advtg. mgr., G. H. Pruette
Asst. advtg. mgr., Christy L. Woods
Agencies: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.
Mgmt, supr., Milton F. Coulson, Jr.
Vp-acct. supr., William A. Mara, Jr.
Acct. supr., Leo A. Hillebrand, Jr.
Vp-med. dir., Robert Spaulding
Assoc. media dir., Ed Coosala
UniWorld Group, New York
Pres., Byron Lewis
Media dir., Pat Stevenson
Acct. exec., Bernard Baskett
NW Ayer, Detroit
(public affairs)
Vp-gen. mgr., Robert Kingsbury
Vp-acct. supr., Richard Prince
Vp-med. dir., Randall Schroeder

65.
LIPTON
Thomas J. Lipton, Inc.

	media dollars	
	1980	1981
Magazines	$ 4,376,000	$ 3,878,000
Supps	69,000	238,000
Newspapers	505,000	701,000
Network tv	19,925,000	24,012,000
Spot tv	5,792,000	6,152,000
Network radio	—	—
Spot radio	167,000	130,000
Outdoor	99,000	—
Total	**$30,933,000**	**$35,111,000**

Classifications: prepared foods (LNA F-120); food beverages (LNA F-170)
Marketing/brand management:
Media dir., Norman V. Osborn
Agencies: TJL Media (in-house)
SSC&B (creative only)
Exec. vp-F. Stone Roberts

66.
NOW cigarettes
R. J. Reynolds

	media dollars	
	1980	1981
Magazines	$15,251,000	$12,300,000
Supps	4,974,000	4,622,000
Newspapers	19,448,000	18,025,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	5,905,000	55,000
Total	**$45,578,000**	**$35,002,000**

Classification: Tobacco (LNA G-110)
Marketing/brand management:
Dir. mktg. serv., Marty Orlowsky
Mktg. dir., John Shostak
Dir. media, Dan Pearson
Grp. plng. mgr., Bernie Bauguess
Agency: Leber, Katz & Partners, NY
Acct. grp. supr., Jeff Palmer
Sr. vp-media dir., Charles Buccieri

67.
JOHNSON'S baby products
Johnson & Johnson

	media dollars	
	1980	1981
Magazines	$ 6,688,000	$ 9,937,000
Supps	1,322,000	884,000
Newspapers	868,000	1,771,000
Network tv	28,859,000	18,104,000
Spot tv	2,505,000	878,000
Network radio	314,000	134,000
Spot radio	610,000	2,996,000
Outdoor	—	—
Total	**$40,298,000**	**$34,704,000**

Classifications: hair products (LNA D-140); skin lotions (LNA D-216); diapers (LNA A-121)
Marketing/brand management:
Dir. mktg. (toiletries), Bill Egan
Gen. mgr. (disposables), E. West
Agencies: Young & Rubicam, N.Y.
Sr. vp-mgmt. supr., Gene O'Sullivan
Grp. supr., Beth Rockwood
Media supr., David Verklin

SSC&B, New York
Sr. vp-mgmt., supr., Dick Ellington
Exec. vp-media & net. prog., Larry Lamattina
Vp-assoc. media dir., Janice Clements
Asst. media dir., Mae Ling

68.
CAMEL cigarettes
R. J. Reynolds

	media dollars	
	1980	1981
Magazines	$13,973,000	$ 8,917,000
Supps	290,000	—
Newspapers	9,051,000	14,566,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	7,851,000	10,786,000
Total	**$31,165,000**	**$34,269,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Dir. mktg. serv., Marty Orlowski
Mktg. dir., John Shostak
Dir. media, Dan Pearson
Grp. planning mgr., Bernie Bauguess
Agency: BBDO, New York
Sr. vp-mgmt. supr., William Badger
Sr. vp-acct. supr., Kenneth Angel
Sr. vp-dir., media & progr., Arnold Semsky

69.
JELL-O desserts
General Foods

	media dollars	
	1980	1981
Magazines	$ 5,969,000	$ 8,391,000
Supps	25,000	159,000
Newspapers	131,000	219,000
Network tv	18,512,000	20,398,000
Spot tv	4,257,000	4,842,000
Network radio	—	—
Spot radio	3,000	—
Outdoor	—	—
Total	**$28,897,000**	**$34,009,000**

Classification: desserts (LNA F-115)
Marketing/brand management:
Gen. mgr., Pete Rosow
Mktg. mgr., Griff Dixcy
Cat. mgr., Ed Collier
The media group includes:
Dir. media servs.; David K. Braun
Assoc. media dir., P. E. Kane
Mgr. media, Robert Gillespie
Media coor., L. F. Meyer
Mgr. media plng., D. J. Miceli
Mgr. media res., James Spaeth
Agency: Young & Rubicam, N.Y.
Sr. vp-mgmt. supr., Mathew Crisci
Vp-media grp. supr., Diane Meskill
Media suprs.: Greg Billie (gelatin), Linda Wernick (puddings)

70.
WARNER
Warner Bros., Inc.

	media dollars	
	1980	1981
Magazines	$ 812,000	$ 1,186,000
Supps	—	—
Newspapers	192,000	221,000
Network tv	24,181,000	22,768,000
Spot tv	4,901,000	8,146,000
Network radio	21,000	160,000
Spot radio	2,362,000	959,000
Outdoor	297,000	41,000
Total	**$32,766,000**	**$33,481,000**

Classification: amusements (LNA G-300, B-410, H-330)
Marketing/brand management:
Vp-creative advertising, Joel Wayne
Vp-dir. of media, Mardi Marans
Exec. vp-worldwide adv., Sanford E. Reisenbach
Vp. mark. res., Richard Del Belso
Agencies: Burbank Advertising, Burbank, CA (house agency)
Adv. dir., (records), Shelly Cooper
Grey Advertising, New York
(Motion pictures)
Acct. supr., Len Fogge
Sr. vp-dir. media & prog., Alec Gerster
Vp-assoc. media dir., Richard Thaler

71.
NESTLE foods
The Nestle Co.

	media dollars	
	1980	1981
Magazines	$ 1,700,000	$ 2,431,000
Supps	168,000	384,000
Newspapers	1,424,000	1,357,000
Network tv	16,745,000	13,408,000
Spot tv	13,190,000	12,953,000
Network radio	1,031,000	2,136,000
Spot radio	122,000	609,000
Outdoor	121,000	—
Total	**$34,501,000**	**$33,278,000**

Classifications: confectionery (LNA F-210); food beverages (LNA F-170); cooking products (LNA F-110)
Marketing/brand management:
Dir. adv., Dewey Yeager
Advtg mgrs.: Steven Merry, Isabel Torbert
Adv. asst., R. W. Sperry
Mgr., new products, Kenneth Murphy
Grp. vp-coffee & tea, W. I. Savel
Mktg., mgr. (coffee), Tom McInerny
Tea mktg. mgr. (Culinary), Thomas Tanski
Mktg. mgr. (chocolate/culinary) Frank Arthofer
Grp. vp-food service, commercial & specialty business, Steve Phillips
Agencies: Leo Burnett, Chicago
(Cheese morsels, chocolate drinks, new cookery, new products)
Client serv. dir., Bill Smith
Sr. vp-media serv. dir., Kenneth Lane
Media dir., Dick Hobbs
McCann-Erickson, New York
(Nescafe & Quik)
Sr. vp-mgmt. rep., Robert Wadsworth
Vp-assoc. plng. dir., Susan Brady

72.
CANON products
Canon Inc.

	media dollars	
	1980	1981
Magazines	$ 9,948,000	$ 9,227,000
Supps	134,000	17,000
Newspapers	661,000	992,000
Network tv	12,295,000	16,586,000
Spot tv	4,154,000	4,810,000
Network radio	841,000	1,389,000
Spot radio	32,000	9,000
Outdoor	179,000	195,000
Total	**$28,244,000**	**$33,225,000**

Classification: cameras (LNA G-230); business machines (LNA B-310)
Marketing/brand management:
Adv. mgrs.: T. Hirasawa (cameras), H. Hirai (copiers), H. Iwanami (calculators)
Agencies: Grey, New York
Vp, mgmt. supr., Larry Levy
Vp-assoc. media dir., John Jacobs
Dentsu, New York
Acct. supr., Frank Savarese (cameras)
Mgmt. supr., Richard Pressman (office equipment)
Media dir., Bill Barrett
Assoc. media dir., Shelly Senzon

For alphabetical index turn to page 60.

73.

VICKS

Richardson-Vicks

	media dollars	
	1980	1981
Magazines	$ 39,000	—
Supps	—	—
Newspapers	290,000	152,000
Network tv	19,123,000	28,004,000
Spot tv	4,009,000	4,409,000
Network radio	—	—
Spot radio	48,000	—
Outdoor	—	—
Total	$23,509,000	$32,565,000

Classification: medicines (LNA D-210)
Marketing/brand management:
(Health Care Division)
Mktg. dirs.: Wayne LoCurto, Steve Bryan, Dieter Weng
Mktg. mgrs.: Dane Battiato, Bill Thomson
Media dir., Irwin Fleischer
Agencies: Benton & Bowles, N.Y.
Acct. dir., Richard Hoople
Sr. vp-dir. media mgmt., Michael Moore
Vp-assoc. media dir., Jeri Dack
Young & Rubicam, New York
Sr. vp-mgmt. supr., Robert Gleckler
Sr. vp-dir. comm. dev., Theresa, MacDonald
Vp-acct. super., David Nichols
Vp-med. gr. super, Leo Scullin
Med. plan. super., Susan Mark

74.

NBC radio/tv

RCA Corp.

	media dollars	
	1980	1981
Magazines	$13,681,000	$12,915,000
Supps	9,000	—
Newspapers	15,488,000	13,727,000
Network tv	—	—
Spot tv	2,542,000	4,370,000
Network radio	1,410,000	1,222,000
Spot radio	116,000	381,000
Outdoor	39,000	—
Total	$33,285,000	$32,515,000

Classifications: tv stations (LNA B-440); radio stations (LNA B-440)
Marketing/brand management:
NBC tv network/advertising & creative services)
Vp-advertising & creative services, Steve Sohmer
Vp-advtg. operations, Francis N. Pintauro (New York)
Vp-on air promotion & print copy, Paula Mermelstein (New York)
Vp-print & design, Charles V. Blake
Vp-advtg., Noel Engler
Vp-talent relations & crea. serv. (West Coast), Jay Michelis
Agency: McCann Erickson, NY
Acct. Exec., Frank Pascual
Acct. dir., John Dunne
Sr. vp-mgmt. rep., Bob Ravitz
Vp-grp. media head, Vincent Tortorelli
Sr. media plnr., Judy Sullivan

75.

ABC

American Broadcasting

	media dollars	
	1980	1981
Magazines	$17,435,000	$14,356,000
Supps	—	—
Newspapers	11,808,000	10,240,000
Network tv	—	—
Spot tv	4,772,000	5,926,000
Network radio	2,067,000	1,087,000
Spot radio	213,000	93,000
Outdoor	677,000	443,000
Total	$36,972,000	$32,145,000

Classifications: tv stations (LNA B-440); radio stations (LNA B-430)
Marketing/brand management:
(tv network)
Vp-natl. advtg. dir., Paul W. Barrett
Dir. advtg./prom., Russell Roney
(owned tv stations)
Vp-creative serv., John Olken
Agencies: McCaffrey & McCall, N.Y.
(TV network, News, Sports)
Sr. vp-acct. exec., Norman Freedman
Acct. execs., Bill Bolster, Barry Weintraub, Pat Corrigan
Sen. vp-media dir., Harris Lefkon
Assoc. media dir., Hans Zucker
Media supr., Grace Mathias
Grey, New York
(Movies, ABC Theatre)
Sr. vp-dir. media & prog., Alec Gerster
Vp, Donald Foley
Acct. supr., Robert Grifin

76.

GILLETTE toiletries

Gillette

	media dollars	
	1980	1981
Magazines	$ 3,154,000	$ 2,635,000
Supps	174,000	587,000
Newspapers	341,000	1,307,000
Network tv	25,456,000	24,713,000
Spot tv	5,010,000	2,631,000
Network radio	—	—
Spot radio	—	12,000
Outdoor	—	—
Total	$34,135,000	$31,885,000

Classifications (LNA): D-124 deodorants, D-126 men's shaving equipment, D-127 women's shaving equipment, D-128 combination copy, D-144 hair dryers & stylers, D-221 appliances & equipment
Marketing/brand management:
Vps-mktg., Derek Coward (safety razor) Robert Ray (President, appliances) Robert Forman (personal care)
Vp-adv. services, Thomas Ryan
Dir.-media services, Allen Gibbs
Dir.-media buying, Thomas Lux
Dir.-network buying, Howard Fisher
Dir.-prom. serv., Robert Evans
Agencies: BBDO, New York
Exec. vp-dir. media & net. prog., Arnie Semsky
(Right Guard)
Vp-mgmt. supr., William Kelly
Acct. supr., Barbara Day
Vp-assoc. media dir., Jane Fuller
Asst. media dir., Mark Buttitta
(Trac II, Good News, Atra, Swivel)
Sr. vp-mgmt. supr., William Badger
Vp-acct. supr., Michael Paxton
Vp-assoc. media dirs., Jane Fuller
Vp-asst. media dir., Mike Hedge
Marschalk, New York
(Tame, Foamy, Trac II, Shave Cream, Daisy, Just Whistle, Flair)
Acct. suprs.: Terry Levine, Dennis Zolnierzak, Jeffrey Adams
Vp-mgmt. serv. dirs.: John Dooner, Dan Cohen
Exec. vp-media dir., Arthur Wilen
Dir. media plng., Stephen Segal
Assoc. media dir., Janet Polesel
McCann-Erickson, New York
(Atra Razor)
Vp-mgmt. supr., Don Dillon
Acct. supr., Richard Costello
Vp-media grp. head, Vince Tortorelli

77.

VIRGINIA SLIMS cigarettes

Philip Morris

	media dollars	
	1980	1981
Magazines	$12,090,000	$16,923,000
Supps	747,000	3,308,000
Newspapers	3,439,000	6,464,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	4,802,000	4,828,000
Total	$21,078,000	$31,523,000

Classification: cigarettes (LNA G-110)
Marketing/brand management:
Brand mgr., Larry Wilson
Agency: Leo Burnett, Chicago
Sr. vp-media serv. dir., Kenneth Lane
Media dir., Bob Houghtlin
Client serv. dir., Bill Engelbrecht

78.

IBM

International Business Machines

	media dollars 1980	media dollars 1981
Magazines	$ 6,828,000	$10,386,000
Supps	154,000	417,000
Newspapers	722,000	1,937,000
Network tv	14,777,000	15,441,000
Spot tv	532,000	1,015,000
Network radio	371,000	445,000
Spot radio	1,040,000	1,574,000
Outdoor	3,000	—
Total	**$24,427,000**	**$31,215,000**

Classification: office machines (LNA B-310)

Marketing/brand management: (IBM corporate)

Dir. advtg., C. G. Francis

Dir. advtg. programs, Byron Quann

Mgr. corp. print, William Harrison

Mgr. corp. tv: Don Frischman

(National mktg. div.)

Mgr. adv., Ken Bridges

(Data Processing div.)

Mgr. adv., Don Butters

(Federal Systems)

Mgr. adv., Bill Corey

(General Systems)

Mgr. adv., D. Coker

(IBM world trade — A/Fe)

Mgr. adv., J. J. Godin

Agencies: Lord, Geller, Federico, Einstein, New York

Sr. vp-media dir., William L. Siebert

Vp-assoc. media dir., Jerry Mitty

Vp-mgmt. supr., Albert Berger

Acct. supr., Moira Hearne

(personal computers)

Mgmt. supr., Robert Walls

Acct. suprs.: John Steinle, Charles Zollo

Doyle Dane Bernbach, New York

Mgmt. supr., Nancy Wiese

Exec. vp; media & prog., Michael Moore

Vp-media plng. dirs.: John Pansuit, Conart Sawyer

Geer, DuBois, New York

Sr. vp-media dir., Alan Johnson

Vp-media plng., dir., Joy Sliwa

Sr. vp-grp. supr., John V. Allen

Acct. supr., Linda Wender

Marsteller, New York

(IBM Federal Systems)

Vp mgt. supr., James W. Waechter

Vp-media dir., Joseph H. Newman

Compton, New York

(IBM office products)

Vp. acct. supr., John Ammon

Acct. exec., Scott Jennings

DALLAS+HOUSTON+SAN ANTONIO do not equal The AustinGroup

Surprised? A lot of very knowledgeable professionals think that 'The Big 3' cover all of Texas. Not even close! Especially when it comes to The Austin Group. The Austin Group is virtually untouched by any other market, by any other newspaper.

Over one quarter of a million circulation, right where you want it.

★ 2.2 million Texans

★ ¾ million homes

★ $18 billion buying income

★ $2.4 billion food sales

★ $11 billion retail sales

Now That's Quality, That's Texas

The AustinGroup

Port Arthur News

Lufkin Daily News

Waco Tribune-Herald

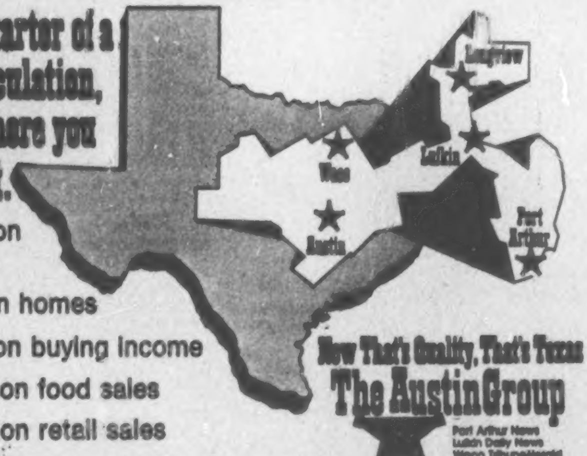
Longview Journal-News

Austin American-Statesman

512-445-3745

Represented Nationally by CWO&O

Source: ABC Publishers' Statements, 3/31/81 1981 S&MM Survey of Buying Power



79.

TIME-LIFE

Time, Inc.

	media dollars 1980	media dollars 1981
Magazines	$17,659,000	$20,612,000
Supps	1,123,000	2,959,000
Newspapers	2,529,000	2,610,000
Network tv	1,832,000	1,274,000
Spot tv	5,064,000	3,376,000
Network radio	6,000	48,000
Outdoor	6,000	—
Total	**$28,219,000**	**$30,879,000**

Classifications: books and music (LNA B-410); records (LNA H-330)

Marketing/brand management:

Vp. mktg. dir., Paul Stewart

Mktg. mgrs.: Bob Smith, Peter Barnes, Spencer Lambert, Tony Palms

Media administrators: Jessica Weiland, Channing Hadlock, Roger Wilson

Product managers: Diane Allison, Adriane Berner, Carol Kaplan, Yori Okuda, Lisa Schmucki

Agencies: Ayer Direct, N.Y.

(books/records)

Vp-mgmt. supr., Michael Seymour

Acct. supr., Deborah Newkerk

Media supr., Gina Buttofocco

Wunderman, Ricotta & Kline, N.Y.

Exec. vp-mgmt. supr., Tom Knowlton

Acct. super., Bob Palmer

Vp. mgmt. supr., Worth Linen and Ralph Siegler

Vp. assoc. med. dir., Maxeen Schonfeld

Media super, Rhoda M. Pawski

Planner/buyer, Virginia Molloy

Planner/buyer, Nancy Jones

Planner/buyer, Ann Jelito

A. Eicoff & Co., Chicago

Pres., Ron Bliwas

Sr. vp-management, supr., Ron Bliwas

Sr. vp-media dir., Susan Thompson

Vp-media dir., Francie Barson

Media buyers: Sheilah Moran, Beth Constantine, Alice Boswell

80.

CBS tv/radio

CBS Inc.

	media dollars 1980	media dollars 1981
Magazines	$17,238,000	$17,929,000
Supps	—	—
Newspapers	7,870,000	8,658,000
Network tv	—	—
Spot tv	923,000	1,332,000
Network radio	3,088,000	2,510,000
Spot radio	100,000	143,000
Cutdoor	814,000	73,000
Total	**$30,033,000**	**$30,635,000**

Classifications: radio stations (LNA B-430); tv stations (LNA B-440)
Marketing/brand management:
Vp-creative dir. advtg. & design, Louis Dorfsman
Vp-med. serv., Warren Spellman
Dir., adv. oper., James Shumaker
Vp-sls./mktg., CBS tv stations, Kenneth Hall
Vp-sls./mktg., CBS Radio, Gail Barker
Advertising Agencies: Doyle Dane Bernbach Inc., New York
(CBS Inc., CBS/Broadcast)
Vp-Jack Cohen,
Drossman Yustein Clowes, New York
(CBS Cable)
Vp-Maria Reveley
Ogilvy & Mather, New York
(CBS RadioRadio)
Acct. super., Cal Lockwood

81.
NABISCO food products
Nabisco

	media dollars 1980	1981
Magazines	$ 2,997,000	$ 3,752,000
Supps	297,000	982,000
Newspapers	580,000	3,085,000
Network tv	17,785,000	18,187,000
Spot tv	5,501,000	2,957,000
Network radio	—	1,357,000
Spot radio	157,000	188,000
Outdoor	—	—
Total	**$27,317,000**	**$30,508,000**

Classifications: bakery goods (LNA F-160); prepared foods (LNA F-120); confectionery (LNA F-210)
Marketing/brand management:
Vp-dir.-mktg. (biscuits), J. Maxwell Enock
Vp-mktg., William McKnight (special prod.)
Adv. mgr. (biscuits) Dan Bonardi
Grp. brand mgrs., Ruth Brodsky (ready to eat cereals); Robert Bartz (hot cereals, Dromedary); Steven Wilkerson (pet foods), John Di Blasio (cookies), W. R. Stuart (crackers)
Vp-comm., Lee Abbott
Mgr. media services, Lou Rubinacci
Dir. mktg. (special prod.), George Erfurt
Dir. of mktg., Mel Perlmutter (snack foods)
Agencies: William Esty, New York
Sen. vp-media dir., Peter Triolo
Assoc. media dirs.: Joe Reese (special prods.), Phil Schwetz (biscuits)
Acct. suprs.: John Hughes (biscuits); J. Wheaton (special prods.), R. Geyer (snack foods)
Mgmt. suprs.: Jeff Greene (biscuits); Tom Hayes (special prods.); Andrew Allen (snack foods/special products)
McCann-Erickson, New York
Sr. vp-mgmt. rep., Bob Wadsworth
Vp-acct. dir., Gary Schwinder
Vp-assoc. plng. dir., Rick Gallagher
Sr. plnr., Michele Belier

82.
PLYMOUTH
Chrysler Corp.

	media dollars 1980	1981
Magazines	$ 4,540,000	$ 4,495,000
Supps	—	—
Newspapers	1,059,000	3,442,000
Network tv	15,644,000	14,358,000
Spot tv	3,063,000	6,975,000
Network radio	8,000	318,000
Spot radio	4,252,000	676,000
Outdoor	40,000	133,000
Total	**$28,606,000**	**$30,397,000**

Classification: passenger cars (LNA T-110)
Marketing/brand management:
Adv. dir., Doyle Lott
Adv. mgr., Mike Howe
Agency: Kenyon & Eckhardt, Detroit
Chrmn., John J. Morrissey
Exec. vp-William McNealy
Sr. vp-Acting Mgmt. supr., Bruce D. Andrews
Vp-acct. supr., Lynn Vernon
Sr. vp-media dir., Phillip D. Matz
Vp-media grp. head, George Wold
Suprs./plnrs.: (cars) Craig Yateman; (dealer assn.) Judy Dennis

83.
CARLTON cigarettes
American Brands

	media dollars 1980	1981
Magazines	$13,580,000	$11,747,000
Supps	—	—
Newspapers	10,691,000	10,321,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	6,162,000	8,189,000
Total	**$28,606,000**	**$30,397,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Adv. mgr., William J. Moore
Asst. adv. mgr., Donald R. Dugan
Prod. mgr., H. W. Bahrenburg
Media dir., Norman H. Chester
Agency: Laurence, Charles & Free, N.Y.
Acct. execs.: Kent Leyman, Ann De Franco, Tom Keane
Sr. vp-media dir., Richard Walken

84.
COORS beer
Adolph Coors Co.

	media dollars 1980	1981
Magazines	$ 142,000	$ 16,000
Supps	23,000	—
Newspapers	626,000	746,000
Network tv	3,259,000	5,481,000
Spot tv	16,303,000	14,814,000
Network radio	—	—
Spot radio	3,198,000	7,712,000
Outdoor	1,187,000	1,050,000
Total	**$24,738,000**	**$29,819,000**

Classification: beer (LNA F-310)
Marketing/brand management:
Sr. vp-mktg.: Robert A. Rechholtz
Vp-mktg., Rob Klugman
Brand dir., Mike Raymond
Brand mgr., John Rosen
Agencies: Ted Bates, N.Y.
Sr. vp. exec. dir. media/prgms., Walter Reichel
Sr. vp-dir. radio & tv, Charles Trubia
Media dir., Tom Mullen
Assoc. media dir., Gay Sussman
Media supr., Mark Mersky
Exec. vp-client serv., Randy Hackett
Sr. vp-mgmt. rep., Steve McCloskey
Vp. acct. supr., Denis Glennon
Acct. exec., Lance Smith
Ed Yardang & Associates, San Antonio
(Hispanic advertising)
Pres. co., Warren Stewart
Vp-acct. supr., Carlos Montemayor
Acct. exec., Curtis White
Media dirs., Dottie Brandt, Tony Pratt

85.
SONY electronics
Sony Corp.

	media dollars 1980	1981
Magazines	$ 7,692,000	$ 9,777,000
Supps	374,000	350,000
Newspapers	3,112,000	5,685,000
Network tv	4,581,000	10,636,000
Spot tv	530,000	1,212,000
Network radio	1,497,000	161,000
Spot radio	1,449,000	1,862,000
Outdoor	12,000	14,000
Total	**$19,247,000**	**$29,697,000**

Classification: (home electronics) (LNA H-310, 320)
Marketing/brand management:
Adv. mgr. (audio), Mitchell Deutsch
Adv. mgr. (video), Jeff Brooks
McCann-Erickson, New York
Exec. vp-dir. media servs., Eugene DeWitt
Sr. vp-mgmt. rep., Robert Ravitz
Sr. vp-acct. dir., Michael Marsak
Media grp. head, Harlan Schwarz
Assoc. plng. dir., Susan Brady

86.
COLGATE personal products
Colgate-Palmolive

	media dollars 1980	1981
Magazines	$ 2,839,000	$ 3,193,000
Supps	159,000	620,000
Newspapers	744,000	1,825,000
Network tv	14,531,000	18,730,000
Spot tv	2,449,000	3,585,000
Network radio	—	—
Spot radio	2,665,000	1,738,000
Outdoor	—	—
Total	**$23,387,000**	**$28,891,000**

Classification: personal hygiene (LNA D-120)
Marketing/brand management:
Vp-gen. mgr., A. C. Shepard
Vp-mktg., B. Spelling
Oral prods. mgr., D. L. Enfield
Dir. media, Harry Way
Media planning: George Hull, S. I. Frelich
Agency: Ted Bates, New York
Exec. vp-client servs., Roger Pisani
Sr. vp-mgmt. rep., Geoff Clarkson
Sr. vp-exec. media dir., Walter Reichel
Vp-media dir., John Potenzano
Media supr., A. P. Duffy
Acct. supr., Ila Feld

87.
AMERICAN cars
American Motors

	media dollars 1980	1981
Magazines	$ 5,749,000	$ 5,699,000
Supps	—	—
Newspapers	1,358,000	3,472,000
Network tv	13,108,000	5,233,000
Spot tv	10,599,000	14,921,000
Network radio	—	—
Spot radio	347,000	236,000
Outdoor	7,000	27,000
Total	**$31,148,000**	**$29,588,000**

Classification: passenger cars (LNA T-110)
Marketing/brand management:
Dir. of mktg., Robert Donovan
Dir., AMC mktg., Robert Donovan
Mgr., mktg., development, Gene Richmond
Mgr., AMC adv., James Jandasek
Mgr., media plng. & budgets, Ray Dreyfus
Mgr., Jeep adv., Ray Avedian
Agency: Grey, New York
Exec, vp-mgmt., rep, Robert Berenson
Vp-mgmt., supr., Robert Borgon
Sr. vp-gen. mgr., Bruce McRitchie
Sr. vp-dir. media & prgm., Alec Gerster

88.
XEROX copiers
Xerox Corp.

	media dollars 1980	1981
Magazines	$ 5,853,000	$10,295,000
Supps	—	—
Newspapers	3,103,000	5,045,000
Network tv	11,465,000	11,546,000
Spot tv	568,000	1,046,000
Network radio	—	1,191,000
Spot radio	159,000	314,000
Outdoor	—	95,000
Total	**$21,[illegible]48,000**	**$29,532,000**

Classification: office machines & equipment (LNA B-312)
Marketing/brand management:
Dir. corp. advtg. & prom., Michael E. G. Kirby
Mgr. corp. advtg. & prom., Joseph M. Cooper, Jr.
Agency: NH&S, New York
Sr. vp-mgmt. rep., Sam Hershfield
Sr. vp-media dir., Page Thompson
Assoc. media dirs.: Marianne Caponneto (corp./copiers), Jay Quinn (office products)

89.
MAYBELLINE cosmetics
Schering-Plough

	media dollars 1980	1981
Magazines	$ 5,820,000	$ 8,438,000
Supps	—	—
Newspapers	—	—
Network tv	16,581,000	18,464,000
Spot tv	2,286,000	2,301,000
Network radio	1,524,000	—
Spot radio	34,000	253,000
Outdoor	—	17,000
Total	**$26,245,000**	**$29,473,000**

Classification: cosmetics (LNA D-110)

Marketing/brand management:
Vp-adv./media/research, Bob Schreiber
Vp-mktg. (Face/Lip), Gary Mulloy
Vp-mktg. (Eye/Nail), Chris Berry

Agencies: Lake-Spiro-Shurman, Memphis
(house agency)
Exec. vp, Avron Spiro, Jr.
Vp-print media, Lynn Sanders
Spot bdcst., Gene Camerik
(Creative)

Marschalk, N.Y. (face and lip make-up)
Vp-mgmt. supr., Jerry Karp

Ted Bates, NY (eye and nail products)
Sr. vp-mgmt. rep., Joan Rothberg

90.
SCHLITZ beer
Jos. Schlitz

	media dollars 1980	1981
Magazines	$ 295,000	$ 685,000
Supps	—	—
Newspapers	183,000	178,000
Network tv	15,677,000	16,361,000
Spot tv	8,146,000	4,429,000
Network radio	41,000	64,000
Spot radio	4,105,000	7,057,000
Outdoor	370,000	628,000
Total	**$28,817,000**	**$29,402,000**

Classification: beer (LNA F-310)

Marketing/brand management:
Exec. vp-mktg., Anthony J. Amendola
Dir.-media, William J. Henke
Dir.-Schlitz and Schlitz Light brands, Gary M. Truett

Agencies: JWT, Chicago
(Schlitz)
Sr. officer, G. Broderick
Mgmt. supr., D. Lubeck
Acct. supr., W. Howard
Sr. vp-med. dir., Bob Irvine
Sr. vp-dir., med. & plan, Phil Acrber
Gr. med. dir., Ken Ohr
Sr. vp-dir. media res., Ron Kaatz
Media supr., Steve Buerger
Media planners, Chris Thompson, Constance Garace

Benton & Bowles, New York
(Schlitz Malt Liquor)
Mgmt. supr., sr. vp., Joe Carlucci
Sr. vp-media dir., Michael Moore
Assoc. media dir., Frank Massar
Media planner, Bonnie Barest

91.
REVLON cosmetics
Revlon

	media dollars 1980	media dollars 1981
Magazines	$ 6,974,000	$ 7,635,000
Supps	158,000	224,000
Newspapers	546,000	278,000
Network tv	10,576,000	8,274,000
Spot tv	9,567,000	11,839,000
Network radio	46,000	—
Spot radio	1,073,000	621,000
Outdoor	—	—
Total	$28,940,000	$28,871,000

Classifications: cosmetics (LNA D-110); hair products (LNA D-140)
Marketing/brand management:
Exec. vp-advtg., Sanford Buchsbaum
Media dir., Anthony Cozzolino
Vp-advtg. services, George Feld
Advtg. dir., Michael Collins
Agencies: Grey, New York
(Classic Revlon, Natural Wonder, Polished Ambers, Jontue, Scoundrel Flex, Colorsilk, All International)
Vp-mgmt. supr., Robert Zimmerman
Sr. vp-dir. media & prog., Alec Gerster
Vp-assoc. media dir., Jim Bell
Altschiller Reitzfeld Solin/NCK, New York
(Milk Plus 6 & various cosmetics)
Vp-acct. supr., Jim Burns
Vp-media dir., John Miceli

92.
BIRDS EYE foods
General Foods

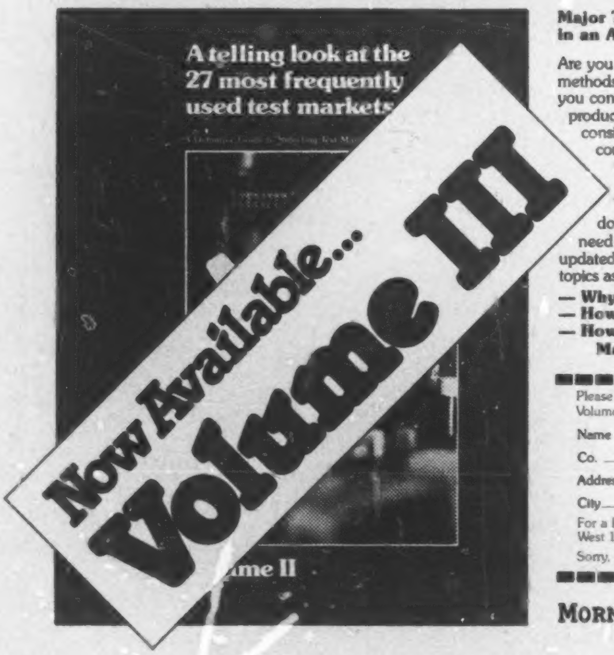
	media dollars 1980	media dollars 1981
Magazines	$ 2,332,000	$ 5,123,000
Supps	—	5,000
Newspapers	211,000	431,000
Network tv	13,191,000	16,982,000
Spot tv	4,542,000	5,692,000
Network radio	—	—
Spot radio	—	4,000
Outdoor	—	—
Total	$20,276,000	$31,237,000

Classifications: vegetables (LNA F-143); cooking products (LNA F-110); prepared foods (LNA F-120)
Marketing/brand management:
Mktg. mgr., Neil Kelly
Dir., med. serv., David Braun
Assoc. dir., med. serv., P. E. Kane
Agencies: Young & Rubicam, N.Y.
Sr. vp-mgmt., supr., Ed Comisky
Acct. supr., Ken Robinson
Sr. vp-dir., comm. dev., Theresa MacDonald
Vp-media grp. supr., George Sharpe
Media supr., Beth Rockwood
Benton & Bowles, N.Y.
Sr. vp-acct. dir., Richard Hopple
Vp-acct. supr., Stephan Gramps
Sr. vp-dir., media mgmt., Michael Moore
Vp-mgr., media plng., Richard Rock

93.
UNIVERSAL CITY studios
MCA, Inc.

	media dollars 1980	media dollars 1981
Magazines	$ 1,385,000	$ 395,000
Supps	—	—
Newspapers	—	151,000
Network tv	15,564,000	16,622,000
Spot tv	8,599,000	3,736,000
Network radio	219,000	—
Spot radio	4,890,000	6,447,000
Outdoor	282,000	247,000
Total	$30,939,000	$27,598,000

Wondering where to test your new product?


A telling look at the 27 most frequently used test markets
Now Available...
Volume III
Volume II

Major Test Markets Compared! Reserve Your Copy Now of Our 3rd in an Award Winning Series of Publications comparing Test Markets.

Are you questioning market testing methods, cities, demographics? Are you confused by reports on past product tests and are now considering your own time consuming research to find the market that is right for you?

The reliable information and documented statistics that you need will soon be available in an updated study that covers such topics as:
- **Why Test**
- **How To Set Up Your Test**
- **How To Choose Your Market based on:**

1.) Market Size
2.) Demographics
3.) Media Availabilities
4.) Media Isolation
5.) Control & Audit

This study also includes valuable data on the most popular test markets and how they compare to the national profile in population, effective buying incomes, retail sales, demographics and ADI and SMSA costs, coverage and ratings for broadcast and print media.

This free brochure includes all of the above information plus much more. Send in the coupon below to receive your copy.

Please reserve me a free copy of your test marketing brochure.
Volume III will be available in April.

Name ______________________
Co. ______________________
Address ______________________
City ____________ State ____________ Zip ____________

For a Free Copy Write to Mr. Gerald Szurek, Times Publishing Co., Times Square, West 12th & Sassafras, Erie, Pa. 16534.

Sorry, Volumes I and II are no longer available.

MORNING NEWS · ERIE DAILY TIMES · Times-News

Represented by Landon Associates

Classification: Movies (LNA G-310)

Marketing/brand management:
Vp-mktg. research, Olen J. Earnest
Exec. vp-adv./public./promo., David A. Weitzner
Nat. dir./co-op advtg., John Butkovich

Agency: Doyle Dane, Bernbach/West
Sr. vp-mgmt. supr., Simon Kornblitt
Sr. acct. exec., Susan Taylor
Asst. acct. exec., Ann Marie Whitman
Vp-dir. media serv., Jim Spero

Marketing/brand management:
Genl. mgr., Michael R. Gallagher
Assoc. advtg. mgr., Jim Reiter
Dir. med., Robert Bolte

Agency: FC&B/Honig, San Francisco
Sr. vp-mgmt. supr., Jack Balousek
Vp-mgmt. supr., Peter Engler
Acct. suprs.: Jeff Shubert, David Shacter, Jon Dale
Sr. vp-dir. media, Theodore Block
Vp-assoc. media dir., Jean Hazelton
Media supr., David Babbitz

Marketing/brand management:
Vp-advtg., John P. Kelley
Dir. advtg., George S. Lenox
Mgr. advtg., media services, George S. Drop.

Agencies: Campbell-Ewald, N.Y./Det.
(Tire division)
Exec. vp-Donald J. Bratrude (Det.)
Sr. vp-mgmt., supr., Peter Kennaby
Vp-acct. supr., Glenn Marrichi (N.Y.)
Exec. vp-media dir., Thos. J. Glynn
Sr. vp-assoc. media dir., Robert Gervason

94.

CLOROX laundry products

Clorox

	media dollars 1980	media dollars 1981
Magazines	$ 170,000	$ 1,307,000
Supps	14,000	—
Newspapers	—	—
Network tv	17,515,000	24,551,000
Spot tv	912,000	1,720,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$18,611,000**	**$27,578,000**

Classification: laundry preparations

95.

GOODYEAR tires

Goodyear

	media dollars 1980	media dollars 1981
Magazines	$ 2,718,000	$ 2,821,000
Supps	—	—
Newspapers	—	—
Network tv	10,234,000	14,531,000
Spot tv	5,414,000	9,461,000
Network radio	354,000	760,000
Spot radio	10,000	17,000
Outdoor	217,000	—
Total	**$18,947,000**	**$27,570,000**

Classification: tires (LNA T-140)

96.

PLAYTEX bras, girdles

Esmark

	media dollars 1980	media dollars 1981
Magazines	$ 2,553,000	$ 3,150,000
Supps	—	15,000
Newspapers	53,000	—
Network tv	15,022,000	22,581,000
Spot tv	1,450,000	1,723,000
Network radio	—	—
Network radio	—	—
Outdoor	—	—
Total	**$19,078,000**	**$27,469,000**

HOW TO MAKE 4 WEEKS OF TV LAST 8 WEEKS.

If you want to make every TV dollar worth even more, stretch your TV budget in *Outdoor Advertising.* That's right, *Outdoor Advertising* is the perfect complement to almost every TV buy. It's like buying media insurance to assure the effectiveness, reach and frequency of your advertising. Used in conjunction with TV, *Outdoor Advertising* can make your TV sales points even more memorable. But more importantly, *Outdoor Advertising* can maintain your presence in a market even when you're not on TV. Smart marketers across the country use *Outdoor Advertising* during breaks in their TV schedules. So they're never really out of the marketplace. Never really out of the consumer's mind. For more information, call the Institute of Outdoor Advertising at (212) 986-5920.

INSTITUTE OF OUTDOOR ADVERTISING IOA When people go buy, Outdoor sells.
485 Lexington Avenue, New York, N.Y. 10017

Classifications: underwear (LNA A-120); hygiene (LNA D-123)
Marketing/brand management:
Dir. med. serv., George Montaigne
Agencies: Grey Advertising
Mgmt. suprs., Jeff Stein, Warren Fischer
Acct. exec., Carol Springston
Asst. media dir., Polly Allen
Rosenfeld, Sirowitz, Lawson (hair care products)
Exec. vp., Peter Heinz
Vp-med. dir., Robert Hinson
Acct. exec., Don Kurn
Acct. super., Robin Fry
Asst. med. dir., Paula Senft
Planner, Gary Rothlein
Ogilvy & Mather, New York
Mgmt. supr., Paul Rabstein
Acct. supr., Sandra Ogrean
Sr. vp-assoc. med., dir., Tony Nacinovich
Vp-asst. med. dir., Alan Orlick

97.

FOLGER'S coffee

Procter & Gamble

	media dollars 1980	1981
Magazines	$ 6,000	—
Supps	76,000	$ 552,000
Newspapers	563,000	1,080,000
Network tv	13,504,000	16,769,000
Spot tv	13,521,000	8,681,000
Network radio	—	—
Spot radio	6,000	127,000
Outdoor	—	—
Total	$27,676,000	$27,209,000

Classification: food bev. (LNA F-107).
Marketing/brand management:
Genl. mgr., P. A. Field
Advtg. mgr., coffee, Tom Newby
The media group includes:
Dir. media, Russ Condit
Media suprs.: James P. Connell, R. H. Jones, John Taylor
Assoc. media mgr., J. R. Maxwell
Agency: Cunningham & Walsh, N.Y.
Sr. vp-dir., mktg. & media servs., Frank McDonald
Sr. vp-media, Howard Nass
Vp-media, Marcia Chapman
Media supr., Audrey Siegel
Acct. supr., Ellis Verdi
Asst. acct. exec. (flaked and Vacuum), Scott Stuart
Asst. acct. exec. (instant), Richard Rapp

98.

WENDY'S restaurants

Wendy's International, Inc.

	media dollars 1980	1981
Magazines	—	—
Supps	—	$ 5,000
Newspapers	(no data)	(no data)
Network tv	$ 9,036,000	8,761,000
Spot tv	10,749,000	15,819,000
Network radio	—	1,308,000
Spot radio	239,000	—
Outdoor	531,000	482,000
Total	$20,555,000	$26,375,000

Classification: restaurants (LNA G-330)
Marketing/brand management:
Sr. vp-mktg., William Welter
Dir. of advtg., Tom Santor
Dir. mktg., serv., Dan Corrigan
Media plans mgr., Tom Lounds
Agency: Dancer Fitzgerald Sample, New York
Sr. vp-mgmt. dirs.: Joseph Mack, Robert Weekes
Sr. vp-media dir., Allen Banks
Sr. vp-assoc. media dir., Ira Weinblatt
Vp-assoc. media dir., Peter Regan

99.

UNITED ARTISTS

Metro-Goldwyn-Mayer

	media dollars 1980	1981
Magazines	$ 390,000	$ 513,000
Supps	—	—
Newspapers	16,000	59,000
Network tv	8,190,000	8,925,000
Spot tv	5,448,000	16,734,000
Network radio	—	—
Spot radio	116,000	99,000
Outdoor	8,000	8,000
Total	$14,168,000	$26,338,000

Classification: motion pictures (LNA G-310); record and tape recordings (LNA H-330)
Marketing/brand management:
Vp-worldwide advtg./pub., Hy Smith
Vp-advtg./pub., Edward Seigenfeld
Dir. of media, Terry Steiner
Agency: Diener/Hauser/Bates
Vp-acct. supr., Barbara Pisapia
Vp-media dir., Norman Trell

100.

RED LOBSTER restaurants

General Mills

	media dollars 1980	1981
Magazines	—	$ 7,000
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	—	—
Spot tv	$17,162,000	24,578,000
Network radio	—	—
Spot radio	669,000	1,161,000
Outdoor	51,000	68,000
Total	$17,882,000	$25,814,000

Classicafition: restaurants (LNA G-330)
Marketing/brand management:
Vp-mktg., John Waters
Advtg. mgr., Barbara Wells
Advtg., supr., Bill Lang
Nat'l field mktg. mgr., Dick Monroe
Agency: D'Arcy – MacManus & Masius, St. Louis
Sr. vp-mgmt. supr., Charles Grady
Vp-acct. supr., Jim Palumbo
Acct. execs.: Tom Morrison, Cate Clayman, Bill Daily
Sr. vp-dir., media servs., Frank Kopec
Vp-grp. med. dir., Jim Porcarelli
Grp. plng. mgr., Nancy Elswick

101.

MAZDA cars and trucks

Toyo Kogyo

	media dollars 1980	1981
Magazines	$ 6,296,000	$ 6,640,000
Supps	—	—
Newspapers	565,000	1,339,000
Network tv	20,335,000	16,410,000
Spot tv	3,539,000	914,000
Network radio	—	—
Spot radio	—	83,000
Outdoor	183,000	166,000
Total	$30,918,000	$25,552,000

Classifications: passenger cars (LNA T-110), trucks (LNA T-120)
Marketing/brand management:
Sr. vp-general operations, R. E. Hayden (MMA Central)
Sr. vp.-genl. mgr., E. Sundstrom (MMA-East)
Agency: FC&B/Honig, Los Angeles
Sr. vp. grp. mgmt. dir., Welton Mansfield
Vp. mgmt. dir., Dennis Remsing
Sr. vp-media dir., Robert MacDonald
Med. super., Phil Mussman

Four-year trend totals start on page 64

102.

KOTEX

Kimberly-Clark

	media dollars 1980	media dollars 1981
Magazines	$ 8,997,000	$ 8,563,000
Supps	104,000	—
Newspapers	95,000	248,000
Network tv	11,973,000	12,973,000
Spot tv	2,235,000	2,263,000
Network radio	1,391,000	903,000
Spot radio	277,000	386,000
Outdoor	—	—
Total	**$25,072,000**	**$25,336,000**

Classification: feminine hygiene products (LNA D-123)

Marketing/brand management:
Dir. media serv., Bob Meister
Vp-feminine care products, Gil Zins
Prod. mgrs.: Jim Bere, John Cook, Steve Kalmanson

Agency: Ogilvy & Mather, New York
Sr. vp. exec. dir. med., Ken Caffrey
Vp. acct. mgmt. super., Karen Green
Sr. vp-assoc. med. dir., Wilma Epstein
Asst. dir., Ron Harrison
Media plnrs.: Steve McNally

103.

FRANKLIN MINT

Warner Communications

	media dollars 1980	media dollars 1981
Magazines	$10,566,000	$11,171,000
Supps	4,664,000	4,446,000
Newspapers	8,270,000	9,041,000
Network tv	—	—
Spot tv	3,000	600,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$23,503,000**	**$25,258,000**

Classification: miscellaneous (LNA G-560)

Marketing/brand management:
Exec. vp-U.S. mktg. div., C. Wickard
Vp-U.S. mktg., M. Breisblatt
Mktg. devel., James Perry

Agency: Franklin Advtg.
(house agency)
Media dir., Howard R. Batton
Dir. media plng., Joseph T. Clark

Also see story on Warner-Amex in Decisions, October 1981

104.

MOBIL gasoline/oil

Mobil Oil

	media dollars 1980	media dollars 1981
Magazines	$ 2,387,000	$ 2,420,000
Supps	2,161,000	3,185,000
Newspapers	5,631,000	8,105,000
Network tv	1,770,000	—
Spot tv	4,124,000	9,118,000
Network radio	—	—
Spot radio	2,266,000	2,389,000
Outdoor	53,000	28,000
Total	**$18,382,000**	**$25,245,000**

Classification: general promotion (LNA T-230), gas/oil (LNA T-211)

Marketing/brand management:
(U.S. Marketing and Refining Div.)
Vp-gen. mgr. mktg., R. L. Abbott
Gen. mgr. mktg. serv., K. C. Esty
Adv. mgr., J. P. Landy
Mgr. chem. advtg., Isaac Kershaw
Resale mgr., D. P. Spada
(public affairs div.)
Vp-public affairs, Herbert Schmertz
Gen. mgr.-pub. rel., R. P. Maxon

Agencies: DDB, New York
Sr. vp., L. Iannuzzelli
Acct. exec., Craig Wynne
Acct. supr., Brian Craig
Asst. acct. exec., B. Best
Exec. vp-dir. media plng., Michael Drexler
Sr. vp-dir. media services, Sy Goldis
Vp-media plng. dir., Emil Tacovsky
Assoc. planning dir., Stan Grayson

Creamer, New York/Chicago
(farm and industrial)
New York
Sr. vp-acct. supr., Fred Dixon
Sr. vp-media dir., George Russo
Assoc. med. dir., Bob Kutsche
Chicago
Vp-agric. grp. head, Ron Hortzman
Sr. media planner/buyer, Elaine Schroeder

105.

KOOL-AID soft drink

General Foods

	media dollars 1980	media dollars 1981
Magazines	$ 591,000	$ 975,000
Supps	—	332,000
Newspapers	151,000	323,000
Network tv	16,404,000	17,185,000
Spot tv	4,956,000	6,078,000
Network radio	—	—
Spot radio	152,000	58,000
Outdoor	—	—
Total	**$22,254,000**	**$24,951,000**

Classification: soft drinks (LNA F-220)

Marketing/brand management:
Gen. mgr., Bob Sansone
Mktg. mgr., Jon Adams
Cat. mgr., Greg Murphy

The media group includes:
Dir. media servs., David K. Braun
Assoc. media dir., P. E. Kane
Mgr. media, Robert Gillespie
Media coor., L. F. Meyer
Mgr. media plng., D. J. Miceli
Mgr. media res., James Spaeth

Agency: Grey, New York
Vp-mgmt. supr., Harvi Robinson
Sr. vp-dir. media & prog., Alec Gerster
Vp-assoc. media dir.: Jack Jadick (kids)

106.

SANKA coffee

General Foods

	media dollars 1980	media dollars 1981
Magazines	$ 2,184,000	$ 1,937,000
Supps	998,000	529,000
Newspapers	946,000	508,000
Network tv	19,954,000	13,593,000
Spot tv	7,879,000	5,203,000
Network	—	2,099,000
Spot radio	1,407,000	900,000
Outdoor	60,000	—
Total	**$33,428,000**	**$24,769,000**

Classification: coffee (LNA F-171)

Marketing/brand management:
Grp. vp, Bob Seelert
Mktg. & dev. mgr., Steve Morris
Cat. mgrs.: Dave Gustin, Joel Johnson, Chuck Phillips

The media group includes:
Dir. media servs., David K. Braun
Mgr. media, Robert Gillespie
Media coor., L. F. Meyer
Mgr. media plng., D. J. Miceli

Agency: Young & Rubicam, N.Y.
Acct. supr., Anne Zopf
Media grp. supr., Mark Arnold
Media supr., Jean-Claude Ziegler
Media plnr., Jill Gruber

107.

COLUMBIA records (CBS)

	media dollars 1980	media dollars 1981
Magazines	$ 9,302,000	$ 7,692,000
Supps	8,824,000	9,239,000
Newspapers	6,185,000	5,994,000
Network tv	2,916,000	407,000
Spot tv	2,502,000	1,208,000
Network radio	—	—
Spot radio	129,000	71,000
Outdoor	60,000	44,000
Total	**$29,918,000**	**$24,655,000**

Classification: records (LNA H-330)
Marketing/brand management:
Sr. vp-gen. mgr., Don Dempsey (Epic/Portrait/Assoc. labels)
Vp.-mktg., Ron McCarrell (Epic/Portrait/Assoc. labels), Joe Mansfield (Columbia)
Agencies: Gotham, New York
Vp-adv. planning, Linda Barton
Media dirs., Yvonne Ericson (tv, print), Peggy Mulhall (radio)
Assoc. dir. print media, Joe Strickoff
Print media buyer, Vera Sutton
Wunderman, Ricotta & Kline, N.Y.
Sr. vp-mgmt. supr., Peter Rabar
Vp. acct. super., Alan Beer
Vp-assoc. med. dir., Maxeen Schonfeld
Gr. med. super., Amelia Capriulo
Med. plan./buy., Dant Silverstein

108.
BAYER aspirin
Sterling Drug

	media dollars 1980	1981
Magazines	$ 3,467,000	$ 3,170,000
Supps	189,000	569,000
Newspapers	25,000	225,000
Network tv	18,614,000	16,661,000
Spot tv	49,000	199,000
Network radio	1,173,000	1,910,000
Spot radio	2,000	109,000
Outdoor	—	7,000
Total	**$23,519,000**	**$24,650,000**

Classification: medicines (LNA D-210)
Marketing/brand management:
Vp-dir. advtg., James Alberts
Agency: SSC&B, New York
Exec. vp, Spencer Plavoukas
Sr. vp-mgmt. supr., John Cross
Sr. vp-new prod., Richard Ellington
Vp-acct. supr., Dorothy Scourby
Acct. supr., Sheri Colonel
Exec. vp, Lawrence Lamattina
Vp-dir. media oper., Leonard Lipson
Asst. media dir., [illegible]ann Harmon

109.
PIZZA HUT
PepsiCo

	media dollars 1980	1981
Magazines	$ 4,000	—
Supps	5,000	$ 48,000
Newspapers	(no data)	(no data)
Network tv	12,080,000	10,104,000
Spot tv	5,593,000	14,006,000
Network radio	—	—
Spot radio	535,000	362,000
Outdoor	45,000	54,000
Total	**$18,262,000**	**$24,574,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Sr. vp-mktg., Bud Gates
Vp-advtg., William H. Tyler
Dir. of advtg., Tony Aldana
Agency: FC&B, Chicago
(Network & spot media bought through 26 local agencies)
Grp. mgmt. supr., Jim Cerasani
Acct. supr., Mitch Engel
Acct. exec., Mark Modesto
Sr. vp-media dir., Greg Blaine
Media supr., Bruce Smith
Grp. media dir., Fred Wray

110.
IVORY soaps
Procter & Gamble

	media dollars 1980	1981
Magazines	$ 518,000	$ 829,000
Supps	—	—
Newspapers	23,000	65,000
Network tv	21,363,000	18,988.000
Spot tv	4,679,000	4,670,000
Network radio	—	—
Spot radio	1,000	11,000
Outdoor	—	—
Total	**$26,584,000**	**$24,563,000**

Classifications: soaps & detergents (LNA H-410); personal hygiene (LNA D-120)
Marketing/brand management:
Brand mgr. (Ivory Snow), A. G. Lafley
The media group includes:
Dir. media, Russ Condit
Media suprs.: James P. Connell, R. H. Jones, John Taylor
Assoc. media mgr., J. R. Maxwell
Agencies: Compton, New York
Mgmt. supr., Tom Lom
Med. mgr., Nancy Fastenberg (Ivory bar)
Media planner, Sande Pisik (Ivory Snow)
Mgmt. supr., Stu Sharpe
Acct. supr., Joe Lenene
Media mgr., John Ryan
Asst. med mgr., Maryanne Harmon
Planner, Ken Sacharan
Media mgr., Carol Karasick
Asst. media mgr., Steven Jacoby
Planner, Patricia Engel
Benton & Bowles, New York (Ivory Snow)
Sr. vp-acct. dir., Tom Carey
Sr. vp-mgmt. supr., Magnus Eide
Acct. supr., Diane Jones
Sr. vp-dir. media mgmt., Michael Moore
Vp-assoc. media dir., Steve Farella

111.
CAMBRIDGE cigarettes
Philip Morris

	media dollars 1980	1981
Magazines	$11,148,000	$ 7,548,000
Supps	743,000	2,435,000
Newspapers	16,466,000	13,382,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	3,503,000	1,177,000
Total	**$31,860,000**	**$24,542,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Brand mgr., Herb Foster
Vp-media, James L. Thompson, Jr.
Agency: Leo Burnett, Chicago
Sr. vp-media serv. dir., Kenneth Lane
Media dir., Bob Houghtlin
Client serv. dir., Bill Engelbrecht

112.
EVEREADY batteries
Union Carbide Corp.

	media dollars 1980	1981
Magazines	$ 842,000	$ 338,000
Supps	946,000	835,000
Newspapers	311,000	227,000
Network tv	14,101,000	14,908,000
Spot tv	3,496,000	863,000
Network radio	—	—
Spot radio	3,198,000	5,304,000
Outdoor	391,000	—
Total	**$23,285,000**	**$24,475,000**

Classification: (LNA H-220)
Marketing/brand management:
Mktg. mgr., G. D. Klein
Advtg. mgr., Douglas Orr
Agency: Wm. Esty Co.
Assoc. media dir., Lucielle Gionet
Media supr., Patricia Reilly

113.
COVER GIRL cosmetics
Noxell

	media dollars 1980	1981
Magazines	$ 6,659,000	$ 7,036,000
Supps	—	—
Newspapers	—	—
Network tv	16,945,000	16,987,000
Spot tv	438,000	310,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$24,042,000**	**$24,333,000**

Classification: cosmetics (LNA D-110)
Marketing/brand management:
Vp, cosmetic products mktg., Francis J. Harrison
Mktg. dir., Peter M. Group
Gr. prod. mgr., Marie T. Bowers
Gr. prod. mgr., E. Michael McNamara
Prod. mgr., E. Randy Floss, Nancy B. Phillips, Wayne K. Altschul
New prods. mgr., Donald M. Farquharson
Asst. new prods. mgr., Steven J. Colnitis
Agency: SSC&B, New York
Exec. vp, F. Stone Roberts
Sr. vp-mgmt. supr., William Abrams
Vp-acct. supr., Donna Squilla
Acct. supr., Susan Exum
Exec. vp-media & net prog., Lawrence Lamattina
Vp-dir. media oper., Leonard Lipson
Asst. media dir., Priscilla Sager

114.
U.S. ARMY
U.S. Army Recruiting Command

	media dollars 1980	1981
Magazines	$ 6,178,000	$ 3,665,000
Supps	—	—
Newspapers	1,801,000	1,617,000
Network tv	9,141,000	12,320,000
Spot tv	—	—
Network radio	494,000	1,177,000
Spot radio	3,122,000	5,274,000
Outdoor	398,000	186,000
Total	**$21,134,000**	**$24,239,000**

Classification: U.S. Government (LNA B-160)
Marketing/brand management:
Dir. advtg./s.p., Col. William F. Graf
Media dir., Maj. Jim Simon
Agency: NW Ayer, New York
Sr. vp-media dir., Marcella Rosen
Sr. vp-mgmt. supr., Nelson van Sant
Assoc. media dir., Mike Gross

For alphabetical index turn to page 60. Trend comments start on page 64.

115.
TEXACO gasoline
Texaco

	media dollars 1980	1981
Magazines	$ 3,987,000	$ 3,383,000
Supps	—	—
Newspapers	2,956,000	2,667,000
Network tv	11,631,000	12,016,000
Spot tv	1,789,000	3,740,000
Network radio	—	—
Spot radio	1,612,000	2,217,000
Outdoor	—	72,000
Total	**$21,975,000**	**$24,095,000**

Classifications: general promotion (LNA T-230); gasoline, oil (LNA T-210) (LNA T-230)
Marketing/brand management:
Gen. mgr.-advtg. & sls. prom worldwide, John H. Childs
Mgr. corp. advtg., M. Keenan
Mgr., mktg. & advtg., Walter Molony
Asst. advtg. mgr., Roger Strecker
Agency: Benton & Bowles, N.Y.
Sr. vp-acct. dir., Joseph Hannan
Vp-mgmt. supr., Richard Jennings
Sr. vp-dir. media mgmt., Michael Moore
Vp-assoc. media dir., Frank Massaro
Asst. media dir., Dennis Donlin
Media planners: Eve Foinberg, Chris Camps

116.
DRISTAN cold remedies
American Home Products

	media dollars 1980	1981
Magazines	$ 82,000	$ 353,000
Supps	—	—
Newspapers	—	—
Network tv	17,419,000	19,863,000
Spot tv	3,374,000	3,452,000
Network radio	311,000	—
Spot radio	—	128,000
Outdoor	—	—
Total	**$21,186,000**	**$23,798,000**

Classification: medicines (LNA D-210)
Marketing/brand management:
Tablets/capsules
Group mgr., Ed Smith
Product mgr., Ron Miller
Nasal mist
Group mgr., Don Benjamin
Agencies: William Esty, New York
(tablets)
Sr. vp-media servs., Mark F. Byrne
Mgmt. supr., A. Albrecht
Rosenfeld, Sirowitz, Lawson
(capsules)
Mgmt. supr., Sid Laurence
Acct. supr., Dave Reeves
Assoc. med. dir., Ron Hatcher
Sr. med. plan, Tim McHale
Planner, Mike Delaney
Kornhauser & Calene, N.Y.
(nasal mist)
Sr. vp-mgmt. supr., Alan Yarnoff
Mgmt. supr., J. Shapiro
Vp-media mgr., Gary Faver

117.
CAMPBELL's foods
Campbell Soup

	media dollars 1980	1981
Magazines	$ 5,340,000	$ 3,739,000
Supps	178,000	582,000
Newspapers	592,000	1,442,000
Network tv	6,464,000	11,826,000
Spot tv	3,235,000	2,431,000
Network radio	2,020,000	1,839,000
Spot radio	831,000	1,785,000
Outdoor	24,000	—
Total	**$18,684,000**	**$23,644,000**

Classification: prepared foods (LNA F-120)
Marketing/brand management:
Dir. advtg. services, Paul Muleahy
Dir. prom., Frank A. Dudowicz
Mgr. media services, Mary Anne Ham
Mgr. media execution, Patty Green
Agencies: Backer & Spielvogel, N.Y.
Exec. vp-dir. media servs., Jeffrey Palmer
Sr. vp-media dir., Jay Schoenfeld
Assoc. media dir., Ann Meschery
Media supr., Valerie Muller
Mgmt. supr., Joe Prior
NH&S, New York
Sr. vp-acct. grp. dir., Phil Wallace
Vp-acct. supr., Leo Mamorsky
Sr. vp-media dir., Page Thompson
Vp-media mgr., Bernie Newman
Media supr., Steve Flans

118.
TRUE VALUE hardware stores
Cotter & Co.

	media dollars 1980	1981
Magazines	$ 2,015,000	$ 2,580,000
Supps	—	—
Newspapers	—	—
Network tv	2,360,000	3,108,000
Spot tv	10,608,000	12,983,000
Network radio	5,693,000	4,923,000
Spot radio	—	—
Outdoor	5,000	8,000
Total	**$20,676,000**	**$23,602,000**

Classification: Miscellaneous (retail) LNA G-608)
Marketing/brand management:
Sec. treas.-mdsg. mgr., Ed Lanctot
Agency: Christenson, Barclay & Shaw, Chicago
Pres.-acct. exec., Jerry Christenson
Media dir., Teresa Miller

119.
KENNER toys
General Mills

	media dollars 1980	1981
Magazines	$ 592,000	$ 1,287,000
Supps	—	—
Newspapers	706,000	1,012,000
Network tv	11,066,000	13,753,000
Spot tv	6,165,000	7,470,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$18,529,000**	**$23,522,000**

Classification: games (LNA G-450)
Marketing/brand management:
Vp-adv./mktg. services, Lonny Fryberger
Dir. adv. cons. proms., Ellen Moser
Agencies: Sive, Cincinnati
Vp-media dir., Marcia Cann
Vp-acct. supr., Dave Siegel
Grey, New York
Sr. vp-acct. mgmt., Lou Maloof
Sr. vp-dir. media & prog., Alec Gerster
Vp-assoc. media dir., Robert Giaccomino
Asst. media dir., Chessye Hill
Asst. group head, Wendy Flickinger
Media plnr., Katie Weil

120.
SAFEWAY stores
Safeway Food

	media dollars 1980	1981
Magazines	$ 25,000	$ 1,927,000
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	219,000	439,000
Spot tv	16,999,000	19,331,000
Network radio	—	—
Spot radio	999,000	1,074,000
Outdoor	49,000	48,000
Total	**$18,291,000**	**$23,418,000**

Classification: general promotion (LNA F-180)
Marketing/brand management:
Vp-adv./res. div., Gerald E. Brown
Mgr. adv. dept., Ron Giglio
Agency: Each advertising manager in each retail division determines media expenditures for respective division.

121.
20TH CENTURY-FOX films
20th Century-Fox Film Corp.

	media dollars 1980	1981
Magazines	$ 1,229,000	$ 1,417,000
Supps	14,000	131,000
Newspapers	61,000	—
Network tv	12,005,000	14,855,000
Spot tv	6,181,000	6,040,000
Network radio	—	—
Spot radio	361,000	178,000
Outdoor	86,000	106,000
Total	**$19,937,000**	**$22,727,000**

Classification: motion pictures (LNA G-310)
Marketing/brand management:
Dir. media services, Amy Gruberg
Mgr. media & co-op, Lorraine Cruz
Agency: JWT, Entertainment Div., Los Angeles/New York
Pres., Ronald K. Sherman
Los Angeles
Sr. vp, Larry Olshan
Vp-acct. supr., Dick Porter
Acct. rep., Cheryl Barnes
Vp-media supr., Edie Finn
New York
Vp-acct. supr., Regina Morrison
Vp-media dir., Mark Scoenfeld

122.
DIAL soap
Greyhound Corp.

	media dollars 1980	1981
Magazines	$ 1,101,000	$ 2,094,000
Supps	—	—
Newspapers	13,000	—
Network tv	14,790,000	19,843,000
Spot tv	12,000	529,000
Network radio	1,778,000	94,000
Spot radio	—	—
Outdoor	—	100,000
Total	**$17,694,000**	**$22,660,000**

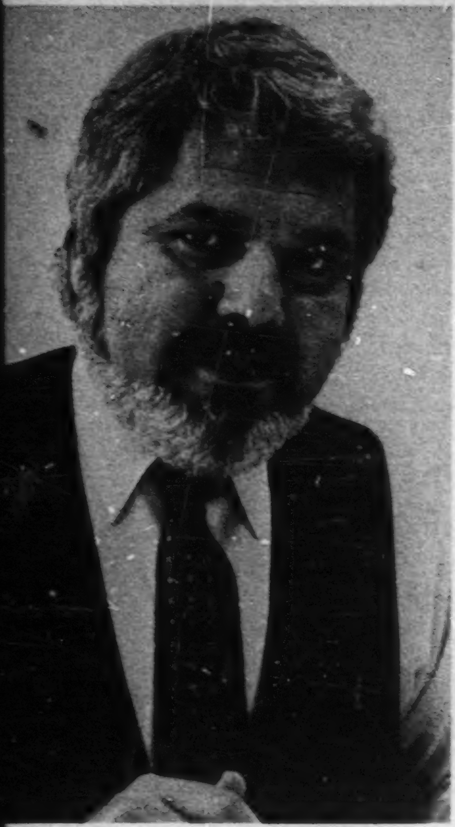
Classification: soaps (LNA D-122)
Marketing/brand management:
Vp-prod. mktg., Richard Garabedian
Grp. mktg. dir., Paul Lustig
Prod. mgrs.: Bill Robertson, Allan Marcy
Agency: NH&S, Chicago
Sr. vp-media dir., David Drake
Vp-dir. media oper., William F. Heimann, Jr.
Vp-assoc. media dir., Glenn Erdell
Media supr., Marilyn Kelly
Media plnr., Robert Johnson
Print plnr., Janice Bailey
Local bdcst. buyer, Susan Mahoney
Vp-net. dir., Howard M. Sirinsky
Network supr., Joan Murphy
Network plnr., Betty Pat McCoy
Vp-mgmt. rep., Gene Yovetich
Acct. supr., Ray Gillette
Acct. exec., Mary Moudry

123.
LEVI'S clothing
Levi Strauss

	media dollars 1980	1981
Magazines	$ 3,676,000	$ 2,091,000
Supps	—	234,000
Newspapers	290,000	967,000
Network tv	14,962,000	10,437,000
Spot tv	3,788,000	5,245,000
Network radio	355,000	1,381,000
Spot radio	5,663,000	2,228,000
Outdoor	2,000	15,000
Total	**$28,736,000**	**$22,598,000**

Classification: sportswear (LNA A-115)
Marketing/brand management:
Marketing Council: Jack Detlefs, Robert Grohman, Robert Haas, David Kaled, Hal Spielberg, Tom Tusher
Mgr. mktg. serv., John Ankeny (Womenswear)
Dir. con. mktg., Janet Beach (Jeanswear)
Mgr.-mktg. serv., Jo Ann Flath (Youthwear)
Dir.-con. mktg., Steve Goldstein (Menswear)
Agencies: FCB/Honig, San Francisco
Grp. mgmt. supr., Denny Wilkinson
Sr. vp. med. dir., Ted Block
McCann-Erickson, San Francisco
Sr. vp-mgmt. supr., Priscilla List
Sr. vp-med. dir., Donald O. Gabbert
Vp-assoc. media dir., Art Neumann
Media suprs.: Karen McFee, Linda Summers
Media plnrs.: Marcia Anderson, Robert Kulka
Asst. media plnr., Wes Mitchell
Ketchum Advtg., San Francisco
Sr. vp-media dir., Richard Hamilton
Vp-assoc. media dir., Cheryl Kahn
Sr. vp-grp. mgmt. suprs.: Dan Odishoo, Diane Snedaker

Networks plunge into overnight news



CBS network general manager Tony Malara (above) hopes that an audience will materialize for *Nightwatch*.

The three television networks embark on experiments with overnight news programing this Fall that set a new precedent: initiating a major program expansion without first testing the advertising waters. Sponsors aren't sure there will be an audience awake to watch the news shows, but some believe that if news fails, the networks will experiment with other types of programing.

This Fall, the three television networks will attempt to prove once and for all that — no matter what the time of day — if there's something on the tv set to watch, there will be plenty of people to watch it.

The litmus test that CBS, ABC and NBC will be using: news broadcasts throughout either all or part of the night.

"The analogy we use is Sunday morning," explains Tony Malara, CBS network general manager, and the executive responsible for this network's witching hour newscast, *Nightwatch*, to premiere in September. Before the networks programed for Sunday mornings, audiences were negligible — although fully awake. "Obviously Sunday morning is different because people are available," he adds. "But there will be audiences for our overnight news and we will sell it."

But at this early stage many are questioning the feasibility of plans to program for a predominantly somnolent public. No one questions the drawing power of network tv, but observers aren't sure this power can sway the biological necessity of sleep.

If people do have trouble staying awake, they'll have these video news options to choose from:

ABC will broadcast two news programs, one running for an hour at the conclusion of *Nightline* (midnight to 1 a.m. E.S.T.) and another that will begin at 6 a.m. and lead in to *Good Morning America*.

NBC plans one newscast beginning in July that will run from 1:30 a.m. until 2:30 a.m., Monday to Thursday, and from 2 a.m. to 3 a.m. on Friday. An additional early morning news show is also on the drawing board that would serve as a lead-in to *Today*. To begin at 6 a.m., the new program will be called, logically, *Early Today*.

CBS has the most ambitious plans of the three tv networks in the quest for overnight audiences, laying down $15 million for its 2 a.m. to 6 a.m. newscast tentatively entitled *Nightwatch*.

Added to these news offering are a plethora of new cable services: Turner's CNN 2 began early this summer, just eclipsing the premiere of ABC/Group W's Satellite News Channel. Both are designed to be up-to-the-minute news programs that will scan all major news stories in a specific period of time and then repeat the stories in a cyclical fashion. Both run 24 hours a day.

This profusion of late night network activity is not so much a response to the perceived thirst for news of insomniacs as it is the reaction to a complex play of forces affecting the network television business.

130.
ALLSTATE insurance
Sears, Roebuck and Co.

	media dollars 1980	1981
Magazines	$ 833,000	$ 1,313,000
Supps	—	12,000
Newspapers	190,000	303,000
Network tv	17,739,000	13,657,000
Spot tv	730,000	2,244,000
Network radio	—	—
Spot radio	1,491,000	3,730,000
Outdoor	7,000	21,000
Total	**$20,990,000**	**$21,280,000**

Classification: fire, casualty, life and other insurance (B-220)
Marketing/brand management:
Advtg. dir., John W. Dear
Advtg. mgr., R. E. Gorman, Jr.
Advtg. mgr., Terre A. Tuzzolino
Agency: Leo Burnett, Chicago
Acct. dir., Ron Sims
Sr. vp-media serv. dir., Kenneth Lane
Media dir., Don Amos

131.
ALKA-SELTZER
A. G. Bayer (Miles Labs)

	media dollars 1980	1981
Magazines	$ 524,000	$ 2,410,000
Supps	—	—
Newspapers	—	—
Network tv	15,165,000	15,416,000
Spot tv	3,288,000	2,858,000
Network radio	—	445,000
Spot radio	10,000	51,000
Outdoor	515,000	—
Total	**$19,502,000**	**$21,180,000**

Classification: medicines (LNA D-210)
Marketing/brand management:
Vp-mktg., U.S., Stephen M. Reim
Vp-mktg. services, Mitchell Streicker
Agency: Wells, Rich, Greene, N.Y.
Sr. vp-med dir., Robert Geis
Vp-plng. serv. dir., Steven Ziglar
Vp-grp. head, Joan Shelt
Vp-mgmt. supr., Walter Holden
Media planner, Dan Azzaro

For alphabetical index turn to page 60. Trend comments start on page 64.

132.
SILKIENCE lotion
Gillette Co.

	media dollars 1980	1981
Magazines	$ 1,438,000	$ 806,000
Supps	—	—
Newspapers	—	—
Network tv	9,459,000	19,067,000
Spot tv	1,692,000	1,039,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$12,589,000**	**$20,912,000**

Classification: lotions/hair products (LNA D-110, 140)
Marketing/brand management:
Advtg. dir., Alan Gibbs
Product mgr., Kathy Dwyer
Agency: NW Ayer, N.Y.
Mgmt. supr., Stan Mattison
Acct. exec., Kathy Hayes
Assoc. media dir., Jim Mitchell
Media plnr., Jean Connolly

133.
CRISCO shortening
Procter & Gamble

	media dollars 1980	1981
Magazines	$ 2,634,000	$ 3,925,000
Supps	—	—
Newspapers	128,000	123,000
Network tv	12,409,000	11,035,000
Spot tv	6,266,000	5,792,000
Network radio	—	—
Spot radio	49,000	10,000
Outdoor	—	—
Total	**$21,486,000**	**$20,885,000**

Classification: cooking products (LNA F-110)

The media group includes:
Dir. media, Russ Condit
Media suprs.: James P. Connell, R. H. Jones, John Taylor
Assoc. media mgr., J. R. Maxwell

Agency: Compton, New York
Media mgr., Carol Karasick
(Crisco solid)
Mgmt. supr., Gene Bartley
Acct. supr., Chris Nardi
Media mgr., Bob Pape
(Crisco oil)
Mgmt. supr., Stu Sharpe
Acct. supr., Joe Levine
Media mgt., Bob Pape

134.
LOWENBRAU beer
Philip Morris

	media dollars 1980	1981
Magazines	$ 18,000	$ 52,000
Supps	—	7,000
Newspapers	521,000	238,000
Network tv	14,310,000	15,032,000
Spot tv	4,672,000	4,397,000
Network radio	—	—
Spot radio	—	1,058,000
Outdoor	1,000	4,000
Total	**$19,522,000**	**$20,788,000**

Classification: (LNA F310)
Marketing/brand management:
Exec. vp., Lauren S. Williams
Vp-brand mgmt., William W. Catlin
Grp. prod. dir., Robert Toledo
Brand Mgr., Jerry Schmutte
Agency: Backer & Spielvogel, N.Y.
Sr. vp-mgmt. supr., Jeffrey Palmer
Exec. vp-dir. media servs., Steven Leff
Sr. vp-media dir., Jay Schoenfeld
Assoc. media dir., Scott Butler
Media supr., Alain Zutler
Media planner, Phil Ross

135.
PABST beer
Pabst Brewing

	media dollars 1980	1981
Magazines	$ 1,427,000	$ 856,000
Supps	—	—
Newspapers	113,000	101,000
Network tv	4,528,000	6,222,000
Spot tv	8,710,000	7,414,000
Network radio	—	26,000
Spot radio	4,781,000	5,864,000
Outdoor	283,000	272,000
Total	**$19,842,000**	**$20,755,000**

Classification: beer (LNA F-310)
Marketing/brand management:
Sr. vp-dir. advtg., Richard Ratcheson
Advtg. mgr. (allied brands), Robert Pearson, Jr.
Media dir., N. P. Allerup
Dir. of sales & mktg., George Spencer
Dir. of advtg. & sales prom., Gene Clark
Mktg. serv. dir., S. Kobach
Agencies, McCann-Erickson, N.Y.
(Pabst Blue Ribbon)
Sr. vp-acct. dir., Bernie Cammarata
Exec. vp-med. serv., Eugene DeWitt
Acct. supr., John Kavalkovich
Asst. acct. exec., Taco Proper
Vp-media grp. head, George Hayes
Sr. media plnr., Tom Arnold

Sr. vp-media dir., Vince Raft
Vp-assoc. plng. dir., George Hayes
Ogilvy & Mather, San Francisco
(Pabst Extra Light)
Vp-media dir., Kay Blackburn
Vp-mgmt. supr., Jim McGill
Acct. exec., Steve Sandborg

136.
DUNCAN HINES mixes
Procter & Gamble

	media dollars	
	1980	1981
Magazines	$ 2,628,000	$ 3,742,000
Supps	—	—
Newspapers	19,000	72,000
Network tv	12,579,000	14,561,000
Spot tv	1,909,000	2,273,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$17,135,000**	**$20,648,000**

Classification: mixes (LNA F-113)
Marketing/brand management:
Brand mgr., Wes Cockburn
The media group includes:
Dir. media, Russ Condit
Media suprs.: James P. Connell, R. H. Jones, John Taylor
Assoc. media mgr., J. R. Maxwell
Agency: Compton, New York
Sr. vp-acct. mgmt., Tom Lom
Acct. supr., Chris Nardi
Media mgr., Nancy Fastenberg
Asst. media mgr., Mary Ann Power
Plnrs.: Beth Fredericks, Pat Darcy

137.
BETTY CROCKER foods
General Mills

	media dollars	
	1980	1981
Magazines	$ 4,124,000	$ 4,144,000
Supps	19,000	122,000
Newspapers	136,000	559,000
Network tv	14,226,000	12,888,000
Spot tv	3,610,000	2,303,000
Network radio	355,000	537,000
Spot radio	—	75,000
Outdoor	—	—
Total	**$22,470,000**	**$20,628,000**

Classifications: cooking products (LNA F-110); prepared food (LNA F-120); vegetables (LNA F-143)
Marketing/brand management:
Media services dir., Hal Mitch
Vp-dir. of mktg. services, Fletcher C. Waller, Jr.
Advtg. services dir., Robert J. Blake
Creative services dir., Jack Griffin
Agency: NH&S, Chicago
Sr. vp-media dir., David Drake
Vp-dir. media oper., W. F. Heimann, Jr.
Media supr., Judy Fischer
Print plnr., Sherill E. Spolar
Media supr., Diane Niederman
Media plnrs.: Debra Nevin, Michael J. Parent, Deborah Salberg
Local bdcst. buyers: Nancy McGroarty, Nancy Evelyn, Dale Ruthenberg
Vp-network dir., Wesley P. Dubin
Network supr., Marie Netolicky
Network plnr., Billie Von Thaden
Acct. supr., Colby Kerr

138.
PHILLIPS gas & oil
Phillips Petroleum Co.

	media dollars	
	1980	1981
Magazines	$ 2,285,000	$ 2,677,000
Supps	—	—
Newspapers	51,000	—
Network tv	8,630,000	8,780,000
Spot tv	1,099,000	2,096,000
Network radio	3,280,000	5,155,000
Spot radio	1,681,000	1,875,000
Outdoor	14,000	8,000
Total	**$17,040,000**	**$20,591,000**

Classification: gasoline, oil (LNA T-210)
Marketing/brand management:
Media dir., Jim Daniels
Advtg. mgr., P. R. Cleek
Agency: Tracy-Locke/BBDO, Dallas
Vp-mgmt. supr., Tom Morris
Acct. supr., Ed Westbury
Acct. supr., David Haspel
Vp-media dir., Claude Caylor
Grp. media dir., Phil Ganz
Assoc. media dir., Jouette Travis
Media supr., Lora Funderburk
Dir. network tv, Susan Rameau

139.
GULF
Gulf Oil

	media dollars	
	1980	1981
Magazines	$ 5,073,000	$ 5,093,000
Supps	—	—
Newspapers	2,539,000	1,792,000
Network tv	160,000	205,000
Spot tv	7,720,000	11,416,000
Network radio	453,000	126,000
Spot radio	1,294,000	1,897,000
Outdoor	23,000	23,000
Total	**$17,262,000**	**$20,552,000**

Classification: gasoline, lubricants (LNA T-200)
Marketing/brand management:
Sr. dir. adv. & corp. commun., T. E. Latimer
Agency: Young & Rubicam, N.Y.
Sr. vp-grp. dir., John Hatheway
Sr. vp-dir. comm. dev., Theresa MacDonald
Vp-media, George Sharp
Acct. supr., Dick Jones
Grp. supr., Beth Rockwood
Media supr., Stephen Naftelberg

140.
HERSHEY products
Hershey Foods

	media dollars	
	1980	1981
Magazines	$ 2,778,000	$ 2,242,000
Supps	—	—
Newspapers	345,000	1,467,000
Network tv	10,254,000	13,900,000
Spot tv	543,000	2,333,000
Network radio	—	—
Spot radio	1,545,000	664,000
Outdoor	—	—
Total	**$15,466,000**	**$20,372,000**

Classification: Ingredients/candies (LNA F-115, 211)
Marketing/brand management:
Mktg. vp-Gary McQuaid
Dirs. of mktg.: Jay Carr, Michael Holmes
Agencies: DDB, New York
Grp. sr. vp-Richard Keegan
Vp-media plng. dir., Conant Sawyer
Ogilvy & Mather, New York
Sr. vp-mgmt. supr., Michael Vaughan
Sr. vp-assoc. media dir., Tony Nacinovich
Asst. media dirs.: Al Orlick, Mark Belton

141.
BUFFERIN analgesic
Bristol-Myers

	media dollars	
	1980	1981
Magazines	$ 630,000	$ 2,480,000
Supps	106,000	240,000
Newspapers	19,000	91,000
Network tv	11,862,000	16,419,000
Spot tv	1,643,000	1,019,000
Network radio	—	—
Spot radio	170,000	6,000
Outdoor	—	66,000
Total	**$14,430,000**	**$20,321,000**

NEW YORK'S SUBURBAN SPENDERS

...live in Fairfield County, Connecticut: highest EBI per HH in the N.Y. ADI

86% work here and spend it here. (Only 4% commute to NYC). With spending power 47% greater than the average New York metro area household and $10,000 over the U.S. average ($34,289 per HH), they can afford to spend more on shopping, dining, driving, entertaining. Naturally, they buy more products per household. And the Fairfield County Dailies focus on 81% of Fairfield County adults who read the Bridgeport Post-Telegram, the Norwalk Hour, Greenwich Time and Stamford Advocate. FCD newspapers reach 320,000 adults that spend more because they have more. It's all documented in the '80 Scarborough Report and '80 Census. Ask Landon's Roger Power for details. Call (212) 867-1112.

FAIRFIELD COUNTY DAILIES
FCD
SUBURBAN READERS THAT SPEND

There is more to Georgia than Atlanta...the
GEORGIA GROUP

THE NATION'S #1 NEWSPAPER GROUP BUY

Population . . . 1,290,000
Georgia Group Populaton would rank 31st In The Nation
100% More People Than Charlotte

Total Retail Sales . . . $5,226,100,000
Georgia Group Retail Sales would rank 34th In The Nation
82% More Retail Sales Than Charlotte

ALBANY HERALD
ATHENS NEWS BANNER-HERALD
AUGUSTA CHRONICLE-HERALD
COLUMBUS LEDGER-ENQUIRER
MACON TELEGRAPH-NEWS
SAVANNAH NEWS-PRESS

Classification: medicine (LNA D-210)
Marketing/brand management:
Sr. vp-media/mktg. servs., Marvin Koslow
Vp-media/mktg. servs., Peter Spengler
Grp. prod. mgr., Ron Leong
Prod. mgrs.: Bob Sheasby (reg.), Ellen Lipez (Xtra, Arth.)
Agencies: Boclaro (house agency)
Dir., Santo Critelli
Assoc. dirs.: Alan Yoblon, Bill Liptack, Leo Hoffman (consumer print)
Media mgr., Jack Sinnott
Dir. of media & prog servs., Richard Glosman
Media plnr., Bill Grotheer
Laurence, Charles & Free, N.Y.
Exec. vp-acct. supr., Martin Smith
Acct. execs.: Chris Jewell, Al Magnane

142.

NEWPORT cigarettes

Lorillard (Loews)

	media dollars	
	1980	1981
Magazines	$1,364,000	$ 6,053,000
Supps	70,000	247,000
Newspapers	1,213,000	6,070,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	4,440,000	7,940,000
Total	**$7,087,000**	**$20,310,000**

Classification: cigarettes (LNA G-111)
Marketing/brand management:
Media dir., Bill Sands
Brand mgr., Roland Hammer
Asst. brand mgr., Ellen Schmitz
Agency: MCA Advertising, NY
Exec. vp-mng. dir., George Hoefer
Vp-acct. dir., Ed Ricci
Acct. exec., Bob Piwinski
Media buying/plng., (ms) Pat Gibson

143.

LONG JOHN SILVER restaurants

Jerrico, Inc.

	media dollars	
	1980	1981
Magazines	—	—
Supps	—	—
Newspapers	—	—
Network tv	—	—
Spot tv	$16,053,000	$20,162,000
Network radio	—	—
Spot radio	—	—
Outdoor	1,000	4,000
Total	**$16,054,000**	**$20,166,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Vp-mktg., Walter Stumpe
Advertising Agency: Abbott (house agency)
Exec. vp-gen. mgr., James Palmer
Acct. supr., Bill Meehan
Vp-media servs., Jean Babington
Media dirs.: Larry Brewer, Cheri Gardiner

144.
KLEENEX tissues
Kimberly-Clark

	media dollars	
	1980	1981
Magazines	$ 168,000	$ 61,000
Supps	324,000	310,000
Newspapers	574,000	1,062,000
Network tv	5,994,000	8,172,000
Spot tv	7,609,000	10,322,000
Network radio	—	—
Spot radio	—	109,000
Outdoor	—	—
Total	$14,669,000	$20,036,000

Classification: paper products (LNA D-132, A-121, H-232)
Marketing/brand management:
Vp-mktg., J. B. Bernd
Agency: Leo Burnett, Chicago
Client serv. dir., Gordon Barrett
Sr. vp-media servs. dir., Kenneth Lane
Media dir., Chuck Quarnstrom

145.
NATURAL LIGHT beer
Anheuser-Busch

	media dollars	
	1980	1981
Magazines	$ 889,000	$ 928,000
Supps	—	—
Newspapers	—	78,000
Network tv	19,793,000	14,900,000
Spot tv	1,208,000	2,525,000
Network radio	16,000	20,000
Spot radio	1,544,000	1,557,000
Outdoor	20,000	10,000
Total	$20,470,000	$20,018,000

Classification: beer (LNA F-310)
Marketing/brand management:
Vp-mktg., Michael J. Roarty
Vp-brand mgmt., Jack MacDonough
Vp-corp. media, Charles B. Fruit
Grp. mktg. mgr., David L. Morris
Sr. prod. mgr., Robert F. Merz
Brand prom. mgr., Bill Ellis

Agency: D'Arcy-MacManus & Masius, St. Louis
Sr. vp-mgmt. supr., Percy Orthwein
Sr. vp-grp. supr., Tim Arnold
Acct. supr., Steve Eaker
Acct. exec., Eric Zitelli
Sr. vp-dir. media servs., Frank Kopec
Vp-grp. media dir., Steve Phelps
Assoc. media dir., Gary Titterington
Media supr., Mary Jo Anderson

146.
KOOL cigarettes
Brown & Williamson — BAT Ind.

	media dollars	
	1980	1981
Magazines	$11,820,000	$10,167,000
Supps	3,766,000	1,317,000
Newspapers	3,787,000	4,821,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	12,382,000	3,581,000
Total	$31,755,000	$19,886,000

Classification: tobacco (LNA G-110)
Marketing/brand management:
Sr. prod. mgr., Line Lewis
Dir. mktg. services, Tom Neville
Asst. media mgr., Fran Canary
Agency: Cunningham & Walsh, Chicago
Sr. vp-mgmt. supr., Rod Parker
Vp-acct. supr., Rob Vail
Acct. exec., Cynthia Dillon
Vp-assoc. media dir., Nel Stevens

147.
PAMPERS diapers
Procter & Gamble

	media dollars	
	1980	1981
Magazines	$ 1,138,000	$ 1,380,000
Supps	—	—
Newspapers	183,000	66,000
Network tv	14,356,000	16,071,000
Spot tv	3,397,000	2,314,000
Network radio	—	—
Spot radio	13,000	3,000
Outdoor	—	—
Total	$19,087,000	$19,834,000

Classification: diapers (LNA A-121)
Marketing/brand management:
Brand mgr., Jeff Jones
Advtg. mgr., Jamie Wallace
The media group includes:
Dir. media, Russ Condit
Media suprs.: James P. Connell, R. H. Jones, John Taylor
Assoc. media mgr., J. R. Maxwell
Agency: Benton & Bowles, New York
Sr. vp-acct. dir., Tom Carey
Sr. vp-mgmt. supr., Peter Greene
Acct. supr., Diane Jones
Sr. vp-dir. media mgmt., Michael Moore
Vp-assoc. media dir., Steve Farella

148.
ZENITH
Zenith Radio

	media dollars	
	1980	1981
Magazines	$ 3,678,000	$ 3,296,000
Supps	—	—
Newspapers	1,633,000	1,910,000
Network tv	8,085,000	10,673,000
Spot tv	3,774,000	3,901,000
Network radio	—	—
Spot radio	—	—
Outdoor	149,000	8,000
Total	$17,319,000	$19,785,000

Classification: radios, tv sets (LNA H-310)
Marketing/brand management:
Vp-mktg., John L. McCallister
Dir. advtg./s.p., Joseph J. Ptacin
Agency: FC&B, Chicago
Mgmt. supr., John Giroux
Sr. vp-media dir., Greg Blaine
Grp. media dir., Fred Wray
Media supr., Bruce Smith

149.
EXCEDRIN analgesic
Bristol-Myers

	media dollars	
	1980	1981
Magazines	$ 833,000	$ 1,623,000
Supps	—	—
Newspapers	—	—
Network tv	14,478,000	15,523,000
Spot tv	1,951,000	1,415,000
Network radio	—	—
Spot radio	35,000	1,042,000
Outdoor	—	—
Total	$17.297,000	$19,603,000

Classification: medicine (LNA D-210)
Marketing/brand management:
Dir. adv. service, Robert Turner
Dir. Boclaro, Santo Critelli
Media plnr., Samuel Hill
Vp mktg., Nick Cannistraro
Grp. prod. mgr., Jim Jackson
Prod. mgr., Todd Middleton

Agency: Boclaro Inc.
(house agency)
Kenyon & Eckhardt, N.Y.
(creative)
Vp-mgmt. supr., Jim Keekin

150.
PARAMOUNT pictures
Gulf & western

	media dollars	
	1980	1981
Magazines	$ 593,000	$ 667,000
Supps	260,000	114,000
Newspapers	1,294,000	838,000
Network tv	357,000	523,000
Spot tv	6,920,000	16,788,000
Network radio	—	—
Spot radio	441,000	442,000
Outdoor	136,000	189,000
Total	**$10,001,000**	**$19,561,000**

Classification: motion pictures (LNA G-310)
Marketing/brand management:
Sr. vp-worldwide-mktg., Gordon Weaver
Vp-natl. advtg., Tom Campanella
Vp-pub./prom., Kathy Jones
D. natl. bdcst./print, Angel Lopez
Mgr. natl. bdcst./print, Stanley Kirchheimer
Vp-print advtg., Shelley Hochron
Agency: Diener/Hauser/Bates, NY
Vp-acct. exec., Ernie Shapiro
Acct. exec., Gilda Hicks
Sr. vp-media/time buying, Norman Trell
Media dir. (bdcst.), Cheryl Lodinger, (print) Stuart Jacob

151.
AIM toothpaste
Lever Bros.

	media dollars	
	1980	1981
Magazines	$ 718,000	$ 572,000
Supps	—	96,000
Newspapers	—	65,000
Network tv	10,937,000	15,500,000
Spot tv	4,376,000	2,971,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$16,031,000**	**$19,204,000**

Classifications: personal hygiene (LNA D-120); medicines (LNA D-210)
Marketing/brand management:
Category dir., J. E. Blutenthal
Sr. prod. mgr., M. Soriano
Agency: JWT, New York
Sr. vp-grp. dir., John Morrissey
Vp-mgmt. supr., Beatriz Lothrop
Exec. vp-media dir., Robert Buchanan
Vp-media, Thurman Pierce
Vp-assoc. media dir., Charlotte Weissenberger
Sr. vp-dir. plng., John Gray

152.
TIDE detergent
Procter & Gamble

	media dollars	
	1980	1981
Magazines	$ 2,327,000	$ 731,000
Supps	—	—
Newspapers	95,000	59,000
Network tv	11,343,000	13,245,000
Spot tv	3,505,000	4,591,000
Network radio	—	—
Spot radio	42,000	87,000
Outdoor	—	—
Total	**$17,312,000**	**$18,713,000**

Classification: soaps (LNA H-410)
Marketing/brand management:
Brand mgr., John Mitchell
The media group includes:
Dir. media, Russ Condit
Media suprs.: James P. Connell, R. H. Jones, John Taylor
Assoc. media mgr., J. R. Maxwell
Media ass., Leslie Paladin
Agency: Compton, New York
Mgmt. supr., Gene Bartley
Acct. supr., Jean Mojo
Media mgr., John Ryan
Asst. media mgr., Laura Tyson

153.
HAWAIIAN PUNCH
R. J. Reynolds

	media dollars	
	1980	1981
Magazines	—	—
Supps	$ 866,000	$ 285,000
Newspapers	1,857,000	700,000
Network tv	8,636,000	225,000
Spot tv	1,109,000	17,413,000
Network radio	—	—
Spot radio	12,000	16,000
Outdoor	—	—
Total	**$12,480,000**	**$18,639,000**

Classification: soft drinks (LNA F-220)
Marketing/brand management:
Dir. of mktg., Frank Cheli
Grp. prod. mgr., Frank Wimbush
Agency: BBDO/West, San Francisco
Vp-mgmt. supr., Jerry Morford
Media dir., Rick Jones

Also see report by Tom Oliver of Federal Express in Decisions, May 1982

154.
FEDERAL EXPRESS
Federal Express Corp.

	media dollars	
	1980	1981
Magazines	$1,087,000	$ 1,269,000
Supps	—	53,000
Newspapers	413,000	937,000
Network tv	5,705,000	14,616,000
Spot tv	1,605,000	1,678,000
Network radio	—	—
Spot radio	189,000	22,000
Outdoor	2,000	2,000
Total	**$9,001,000**	**$18,577,000**

Classification: airline (LNA B-612)
Marketing/brand management:
Sr. vp-mktg./customer servs., Thomas R. Oliver
Advtg. mgr., Nancy Altenburg
Agency: Ally & Gargano, N.Y.
Chm. bd., Carl Ally
Vp-mgmt. supr., Mark Zizzamia
Media supr., Hal Zwick
Sr. plnr., Nick Iovanna

155.
LYSOL disinfectants
Sterling Drug

	media dollars	
	1980	1981
Magazines	$ 1,596,000	$ 1,092,000
Supps	23,000	170,000
Newspapers	45,000	496,000
Network tv	16,008,000	15,262,000
Spot tv	902,000	1,496,000
Network radio	714,000	—
Spot radio	—	68,000
Outdoor	—	—
Total	**$19,288,000**	**$18,584,000**

Classifications: disinfectants (LNA H-242); cleaners (LNA H-430)
Marketing/brand management:
Vp-mktg., Leonard Suskin
Agency: SSC&B, New York
Vp-acct. suprs.: Jeff Tarakajian, Hal Henenson
Exec. vp-media & net prog., Lawrence Lamattina
Vp-assoc. media dir., James Courtney
Asst. media dirs.: Pat Fine, Shirley Menkes

156.

MIDAS auto supplies

IC Industries

	media dollars	
	1980	1981
Magazines	—	$ 13,000
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	$ 8,463,000	8,497,000
Spot tv	5,786,000	6,192,000
Network radio	—	254,000
Spot radio	2,939,000	3,605,000
Outdoor	18,000	2,000
Total	$17,206,000	$18,563,000

Classification: auto parts & accessories (LNA T-154)

Marketing/brand management:

Vp-advtg., Chuck Graziano

Agency: Wells, Rich, Greene, Chicago

Exec. vp-gen. mgr., Larry Singer

Vp-mgmt. supr., Steve Keenan

Sr. vp-media dir., Robert Geis (N.Y.)

Vp-media dir., Bob Olsen

Assoc. media dir., Jill Cassoria

157.

K-TEL

K-Tel International

	media dollars	
	1980	1981
Magazines	—	—
Supps	—	—
Newspapers	—	—
Network tv	$ 1,285,000	$ 3,234,000
Spot tv	11,185,000	9,850,000
Network radio	—	—
Spot radio	4,554,000	5,260,000
Outdoor	—	—
Total	$17,024,000	$18,344,000

Classifications: records, tapes (LNA H-330); books, music (LNA B-410)

Marketing/brand management:

Exec. vp, Mickey Elfenbein

Vp-gen. mgr., David Catlin

Natl. sales mgr., Bill McMahon

Agency: Commonwealth Adv., Minnetonka, Minn. (house agency)

Vp-advtg./gen. mgr., Ron Vander Kelen

Reg. media dirs.: Patricia Borg, Jon Bird, Sally Siewert, Debra Roue

For alphabetical index turn to page 60.

158.

CENTURY/21

Trans World Corp.

	media dollars	
	1980	1981
Magazines	$ 72,000	$ 1,357,000
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	12,732,000	13,506,000
Spot tv	2,522,000	1,747,000
Network radio	—	—
Spot radio	1,332,000	1,717,000
Outdoor	33,000	10,000
Total	$16,891,000	$18,337,000

Classification: real estate (LNA G-520)

Marketing/brand management:

Dir. corp. planning, Bruce Oseland

Vp-advtg., Bill Moseley

Agency: WRG/Townsend, Newport Beach, Calif.

Chm. WRG (West) & acct. supr., Ray Townsend

Sr. vp-mgmt. supr., Steve O'Leary

Sr. vp-dir. media, Robert Geis (N.Y.)

Vp-dir. media, Kent Olson (Newport Beach)

159.

AMERICAN DAIRY ASSN.

	media dollars	
	1980	1981
Magazines	$ 1,623,000	$ 902,000
Supps	—	181,000
Newspapers	534,000	765,000
Network tv	2,666,000	2,326,000
Spot tv	9,129,000	10,887,000
Network radio	423,000	384,000
Spot radio	2,287,000	2,500,000
Outdoor	312,000	379,000
Total	$16,974,000	$18,324,000

Classification: dairy products (LNA F-130)

Marketing/brand management:

Pres., Barry D. Pfouts

Vp-creative servs., Jane Holmes

Mgr. media plng. & serv., Donna Arcus

Agency: D'Arcy-MacManus & Masius, Chicago

Sr. vp-mgmt. supr., Benjamin Bishop

Vp-acct. grp. supr., Joanne Nottke

Sr. vp-dir. media servs., Joseph P. Zeller

Vp-assoc. media dir., George J. Ker

Media supr., Sandra S. Whitelaw and Mary Gerwig

Media plnrs.: Jeanette Jummat, Donna Schauer

Asst. plnrs.: Lynn Myers, Rob Carstens

160.

STAYFREE pads

Johnson & Johnson

	media dollars	
	1980	1981
Magazines	$ 2,664,000	$ 3,592,000
Supps	110,000	117,000
Newspapers	580,000	574,000
Network tv	10,514,000	12,831,000
Spot tv	4,000	99,000
Network radio	464,000	712,000
Spot radio	84,000	325,000
Outdoor	—	—
Total	$14,420,000	$18,250,000

Classification: feminine hygiene products (LNA D-123)

Marketing/brand management:

Dir. prod. mgmt., Ed Chase

Prod. dirs., Geoffrey A. Crane, Carol Naiman

Agency: Young & Rubicam, N.Y.

Sr. vp-mgmt. supr., Ricardo Caivillo

Acct. supr., Eva Schmatz

Acct. execs.: John Leonard, Mary Ellen Kennedy

Media grp. supr., Mark Arnold

Media supr., Tom Butta

Media plnrs.: Linda Stewart, Betsy Latt

161.

JOHNSON'S products

S. C. Johnson

	media dollars	
	1980	1981
Magazines	$ 4,046,000	$ 4,515,000
Supps	538,000	267,000
Newspapers	56,000	—
Network tv	10,888,000	11,048,000
Spot tv	1,458,000	2,200,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	$16,986,000	$18,030,000

Classifications: cleaners (LNA H-430); laundry preparations (LNA H-420); deodorizers (LNA H-243)

Marketing/brand management:

Vp-mktg., L. R. Newman

Dir. advtg. servs., August Priemer

General managers: B. P. Harro (personal care); R. E. Posey (insect control)

Grp. prod. mgrs.: J. D. Culea (floor, rug & laundry care); B. M. Pritchard (air fresheners, furniture and other surfaces care)

Agencies: FC&B, Chicago

Grp. mgmt. supr., Carl Behr

Mgmt. acct. suprs.: Linda Balogh, Daniel Fox

Sr. vp-media dir., Greg Blaine

Grp. media dir., Ralph Katz

Media suprs., Catherine Gerber, Helen Engelbrecht
JWT, Chicago
Mgmt. suprs.: Paula Kahn; Matt Kurz
Sr. vp-med. dir., Robert H. Irvine
Sr. vp-dir. media resources, Ron Kaatz
Assoc. media dir., Shari Wall
NH&S, Chicago
Mgmt. supr., Joan Black
Sr. vp-dir. media resources, David Drake
Assoc. media dir., Robert Garrison

162.
LUV's diapers
Procter & Gamble

	media dollars	
	1980	1981
Magazines	$ 1,536,000	$ 1,508,000
Supps	—	—
Newspapers	11,000	140,000
Network tv	477,000	13,135,000
Spot tv	16,238,000	3,194,000
Network radio	—	—
Spot radio	—	5,000
Outdoor	—	—
Total	**$18,262,000**	**$17,982,000**

Classification: underwear (LNA A-121)
Marketing/brand management:
Brand mgr., Steve Price
The media group includes:
Dir. media, Russ Condit
Media suprs.: James P. Connell, R. H. Jones, John Taylor
Assoc. media mgr., J. R. Maxwell
Agency: Dancer Fitzgerald Sample, New York
Sr. vp-mgmt. dir., Jean Plumez
Sr. vp-mgmt. supr., Richard Pounder
Vp-acct. supr., Douglas Harting
Sr. vp-media dir., Allen Banks
Vp-sr. assoc. media dir., Richard Weigand
Assoc. media dir., Estrea Dworkin

163.
HEAD & SHOULDERS shampoo
Procter & Gamble

	media dollars	
	1980	1981
Magazines	$ 896,000	$ 1,335,000
Supps	246,000	—
Newspapers	—	27,000
Network tv	11,287,000	14,272,000
Spot tv	3,256,000	2,165,000
Network radio	—	—
Spot radio	—	14,000
Outdoor	—	—
Total	**$15,685,000**	**$17,813,000**

Classification: shampoos (LNA D-121)
Marketing/brand management:
Assoc. advtg. mgr., John Costello
The media group includes:
Dir. media, Russ Condit
Media suprs.: James P. Connell, R. H. Jones, John Taylor
Assoc. media mgr., J. R. Maxwell
Agency: Tatham-Laird & Kudner, Chicago
Mgmt. supr., Kirk Borland
Acct. supr., Mary Lou Gorno
Acct. exec., Mary Johnson
Media dir., Leonard Materna
Assoc. media dir., Joanne Franck
Media supr., Mary Krueger
Media plan., Lisa Cole
Asst. media plan., Mary Hasten

164.
COMTREX cold remedy
Bristol-Myers

	media dollars	
	1980	1981
Magazines	$ 1,046,000	$ 1,239,000
Supps	—	—
Newspapers	11,000	—
Network tv	9,304,000	15,654,000
Spot tv	1,428,000	446,000
Network radio	—	—
Spot radio	41,000	175,000
Outdoor	180,000	155,000
Total	**$12,010,000**	**$17,669,000**

Classification: cold remedy (LNA D-212)
Marketing/brand management:
Sr. vp-media/mktg. servs., Marvin Koslow
Vp-media/mktg. servs., Peter Spengler
Brand mgrs.: Jane Parker, Joyce Blackburn
Mgr. new Prods., Herb Brotspies
Agencies: Boclaro (house agency)
Dir., Santo Critelli
Assoc. dirs.: Alan Yoblon, Bill Liptack, Leo Hoffman (consumer print)
Media mgr., Jack Sinnott
Dir. of media & prog. servs., Richard Glosman
Media plnr., Linda Goodman
(creative)
Laurence, Charles & Free, N.Y.
Acct. supr., Al Evans
Acct. exec., Randy Greenwald

165.
FLORIDA CITRUS
Florida Citrus Commission

	media dollars	
	1980	1981
Magazines	—	$ 834,000
Supps	—	—
Newspapers	$ 704,000	445,000
Network tv	13,725,000	13,759,000
Spot tv	2,317,000	2,312,000
Network radio	—	—
Spot radio	—	6,000
Outdoor	—	—
Total	**$16,746,000**	**$17,356,000**

Classification: citrus products (LNA F-172-9)
Marketing/brand management:
Mktg. dir., Douglas Hoffer
Advtg. & prom., William P. Gordon
Mkt. research, George de Jager
Agency: Dancer Fitzgerald Sample, New York
Sr. vp-mgmt. supr., John L. Baldwin
Vp-acct. suprs.: Jack Mascola (grapefruit), Donn Dolan (oranges)
Sr. vp-media dir., Allen Banks
Vp-sr. assoc. media dir., Richard Weigand
Assoc. media dir., Jan Stenwreth

166.
TASTER'S CHOICE
Nestle

	media dollars	
	1980	1981
Magazines	$ 798,000	$ 950,000
Supps	—	18,000
Newspapers	532,000	563,000
Network tv	7,040,000	11,919,000
Spot tv	1,704,000	3,733,000
Network radio	—	—
Spot radio	88,000	84,000
Outdoor	—	—
Total	**$10,162,000**	**$17,267,000**

Classification: coffee (LNA F-171)
Marketing/brand management:
Dir. advtg., Dewey Yeager
Prod. mgr., J. R. Hall
Advtg. mgr. (media) Robert Bishopp
Agency: Leo Burnett, Chicago
Mgmt. div., Bill Smith
Sr. vp-media servs. div., Kenneth Lane
Media dir., Dick Hobbs
Media supr., Nancy Fochtman

For alphabetical index turn to page 60
Four-year trend totals start on page 64

167.
MINOLTA cameras/copiers
Minolta Corp.

	media dollars	
	1980	1981
Magazines	$ 5,474,000	$ 5,876,000
Supps	70,000	—
Newspapers	1,270,000	1,217,000
Net tv	6,381,000	5,271,000
Spot tv	5,440,000	3,935,000
Net radio	—	—
Spot radio	417,000	891,000
Outdoor	—	3,000
Total	**$19,052,000**	**$17,193,000**

Classification: cameras (LNA G-230); office machines (LNA B-312)

Marketing/brand management:
(cameras)
Dir. comm. & p.r., Harold Center
(office machines)
Mkt. develop. mgr., Bob Parks

Agency: William Esty, New York
Exec. vp-grp. mgmt. supr., L. M. Wassong
Mgmt. supr., J. E. Neal
Sr. vp-dir. media serv., William Seaman
Sr. vp-media dir., Tom Hill
Vp-magazine serv., Gerald Crennan
Vp-print serv., Tom Reddy

168.
WALT DISNEY
Walt Disney Productions

	media dollars	
	1980	1981
Magazines	$ 1,209,000	$ 713,000
Supps	—	—
Newspapers	146,000	372,000
Network tv	7,206,000	11,067,000
Spot tv	6,082,000	4,243,000
Network radio	—	—
Spot radio	—	762,000
Outdoor	28,000	11,000
Total	**$14,671,000**	**$17,168,000**

Classification: motion picture (LNA G-310), amuse. (LNA G-320)

Marketing/brand management:
Vp-media mktg., Carla Christenson
Mktg. services, Bob King

Agency: Vista Advtg., Anaheim, CA (house agency)
Mgr., Susan Olive
Bdcst. buyer, Sandy Dawson
Print buyer, Willy Ledon

Four-year trend totals start on page 64

169.
TRIUMPH cigarettes
Lorillard div., Loews Corp.

	media dollars	
	1980	1981
Magazines	$ 7,839,000	$ 8,857,000
Supps	2,567,000	629,000
Newspapers	10,669,000	4,340,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	2,635,000	3,206,000
Total	**$23,710,000**	**$17,032,000**

Classification: Tobacco (LNA G-110)

Marketing/brand management:
Brand mgr., Patricia Lawrence
Advtg. dir., Bill Sands
Outdoor buyer, Milt Zeisler

Agency: Dancer Fitzgerald Sample, New York
Exec. vp-mgmt. dir., Thomas Bohan
Vp-mgmt. supr., Don Bigda
Sr. vp-media dir., Allen Banks
Vp-sr. assoc. media dir., Lou Capozzli
Vp-assoc. media dir., Nora Lapham
Sr. vp-dir. media plng., Ira Weinblatt

170.
MINUTE MAID
Coca-Cola Co.

	media dollars	
	1980	1981
Magazines	$ 1,527,000	$ 2,171,000
Supps	26,000	19,000
Newspapers	759,000	835,000
Network tv	11,710,000	12,139,000
Spot tv	1,733,000	920,000
Network radio	1,441,000	530,000
Spot radio	—	283,000
Outdoor	—	—
Total	**$17,196,000**	**$16,897,000**

Classification: Fruit juices (LNA F-172)

Marketing/brand management:
Exec. vp-mark. mgr., E. V. Amoroso
Vp-mktg. planning, A. G. Munkelt
Mktg. manager (frozen juices), M. P. Youngjohn
Mktg. manager (refrigerated products), H. S. Robinson
Mktg. manager (dry grocery products), F. E. Blod
Mktg. serv. manager, S. Poley
Med. mgr., M. Bracken

Agency: Marschalk, New York
Exec. vp-media dir., Arthur Wilen
Dir. media plng., Rodger White

171.
STOUFFER'S foods
Nestle Enterprises

	media dollars	
	1980	1981
Magazines	$ 2,323,000	$ 2,514,000
Supps	14,000	3,000
Newspapers	611,000	387,000
Network tv	6,013,000	7,586,000
Spot tv	7,359,000	6,017,000
Network radio	—	—
Spot radio	9,000	182,000
Outdoor	97,000	52,000
Total	**$16,426,000**	**$16,741,000**

Classification: prepared foods (LNA F-162, F-126, F-180, F125)

Marketing/brand management:
Vp-marketing, Gerald DeCroce
Mark. mgr. entrees, David Alexander
Mark. mgr. new ventures, Milton Miles
Brand mgr., side dishes, Ulf Anderfelt
Brand mgr. pizza, Joseph Gaeto

Agency: Creamer, Pittsburgh
Vp and grp. supr., Richard Weber
Vp dir. med., Allan Linderman

172.
HOLIDAY INNS
Holiday Inns, Inc.

	media dollars	
	1980	1981
Magazines	$ 3,636,000	$ 3,649,000
Supps	—	—
Newspapers	13,000	—
Network tv	8,900,000	10,509,000
Spot tv	649,000	791,000
Network radio	—	—
Spot radio	59,000	65,000
Outdoor	1,489,000	1,689,000
Total	**$14,746,000**	**$16,703,000**

Classification: hotels (LNA T-431)

Marketing/brand management:
Sr. vp-mktg., Christopher C. Browne
Vp-systems mktg., Doug Bell
Dir., systems adv., Scott Deaver

Agency: Young & Rubicam, N.Y.
Vp-med. grp. supr., Mark Arnold
Media supr., Tom Butta
Media plnr., Betsy Latt
Sr. vp-dir. comm. dev., Theresa MacDonald
Med. supr., Greg Billie

Also see story on Stouffer's Lean Quisine in Decisions Spring 1982 special issue

173.
TAB soft drinks
Coca-Cola Co.

	media dollars	
	1980	1981
Magazines	$ 545,000	$ 754,000
Supps	—	—
Newspapers	10,000	20,000
Network tv	5,967,000	7,443,000
Spot tv	7,061,000	8,054,000
Network radio	—	—
Spot radio	160,000	311,000
Outdoor	113,000	109,000
Total	**$13,856,000**	**$16,691,000**

Classification: soft drinks (LNA F-220)
Marketing/brand management:
Asst. brand mgr., Frances Stuart
Dir.-media serv., Charlotte Weissenberger
Agency: McCann-Erickson, Inc., Atlanta
Vp-acct. supr., David Clapp
Acct. exec., Jay Heisler
Exec. vp-dir. media services, Gene DeWitt
Sr. vp-plng. dir., Ira Cavlin
Vp-assoc. plng. dir., George Hayes
Media grp. head, Kevin Mannron

174.
MENNEN toiletries
Mennen Co.

	media dollars	
	1980	1981
Magazines	$ 423,000	$ 642,000
Supps	—	—
Newspapers	—	—
Network tv	12,827,000	13,914,000
Spot tv	409,000	273,000
Network radio	—	—
Spot radio	407,000	1,748,000
Outdoor	—	—
Total	**$14,066,000**	**$16,577,000**

Classification: personal hygiene (LNA D-120), medicated skin products) (LNA -D216)
Marketing/brand management:
Dir. mktg., Bill Mathewson
Cat. mktg. mgr. (men's), Bill Breakey
Prod. mgr. (babies/women's), Dave Dobbins
Agencies: Grey Advertising, NY
(babies/women's products)
Vp-dir. media/programming, Alec Gerster
Vp-assoc. media dir., Russ Booth
Acct. supr., Peter Isaia
SSC&B, New York
Exec. vp-mgmt. supr., Spencer Plavoukos
Vp-acct. supr., Gunnar Wilmot
Vp-assoc. media dir., Carl Kotheimer
Asst. media dir., Douglas Gluck

175.
DR PEPPER soft drink
Dr Pepper

	media dollars	
	1980	1981
Magazines	—	$ 1,099,000
Supps	—	—
Newspapers	$ 531,000	732,000
Network tv	6,932,000	9,833,000
Spot tv	7,606,000	3.090,000
Network radio	—	—
Spot radio	1,664,000	1,502,000
Outdoor	277,000	122,000
Total	**$17,010,000**	**$16,378,000**

Classification: soft drinks (LNA F-220)
Marketing/brand management:
Exec. vp-gen. mgr., T. L. Kalahar
Vp-con. mktg., William L. Schermerhorn
Dir. brand mgmt., D. G. Valentine
Agencies: Y&R, New York
Exec. vp-grp. dir., Bill Thompson
Vp-mgmt. supr., Ed Comiskey
Acct. execs.: Justin Parks, James Bogie (Sugar Free)
Vp-media grp. supr., Ira Tumpowsky
Media supr., Don Davis
Eagle Advertising (House agency)
Media mgr., Brenda Wurst

176.
QUAKER foods
Quaker Oats Co.

	media dollars	
	1980	1981
Magazines	$ 2,023,000	$ 1,360,000
Supps	49,000	55,000
Newspapers	83,000	249,000
Network tv	14,075,000	8,814,000
Spot tv	2,957,000	5,781,000
Network radio	—	—
Spot radio	28,000	30,000
Outdoor	—	—
Total	**$18,215,000**	**$16,289,000**

Classification: cereals (LNA F-120), cookies (LNA F-113)
Marketing/brand management:
Media dir., (Quaker Oats) Bill Brown
Vp/mkt., foods, Douglas Mills
Agency: Adcom, Inc., Chicago
(house agency for cereals)
Vp/dir. of media, Joan G. Stark

"My Ad Paid For Itself In 10 Days."

"I have long believed that the best advertising medium for ARCsoft would be a consumer-oriented, newsstand type computer magazine.

When McGraw-Hill announced Popular Computing, I began advertising in the first issue.

Within 10 days I had recovered my investment. Subsequent orders have convinced me that I can *triple my money* each month with my Popular Computing ad."

Tony Curtis, President
ARCsoft Publishers

POPULARIZE YOUR AD.

Get the full story from your nearest Popular Computing representative. Or call Tom Harvey, Advertising Director, at **603-924-7123.**

NATIONAL ADVERTISING SALES REPRESENTATIVES: HAJAR ASSOCIATES

NORTHWEST
(415) 964-0706
Hajar Associates
1000 Elwell Ct.,
Suite 227
Palo Alto, CA 94303

SOUTHWEST
(714) 540-3554
Hajar Associates
3303 Harbor Blvd.,
Suite K-4
Costa Mesa, CA 92626

MIDWEST
(312) 966-0160
5225 Old Orchard
Road, Suite 50
Skokie, IL 60076

NORTHEAST
(617) 444-3946
Hajar Associates
280 Hillside Ave.
Needham Hts, MA 02194

SOUTHEAST
(305) 886-7210
Hajar Associates
1220 Prairie Lane
Apopka FL 32703

MID ATLANTIC
(201) 741-7744
321 Broad St.
Red Bank, NJ
07701
New York, NY
(212) 682-5844

POPULAR COMPUTING
McGraw-Hill
P.O. Box 397, Hancock NH 03449

MARKETING & MEDIA Decisions

NOW —
You can buy single copies $3.00 each at these newsstands:

NEW YORK
1111 Grand Cent. Term.
Pan Am Bldg #1
245 Park Av.
540 Madison Av.
30 Rockefeller Plaza
51 W. 52nd St.
New York Hilton
485 Lexington Av.
1114 Av. of Americas
1250 Av. of Amer. (subway)
1251 Av. of Americas
1345 Av. of Americas
850 Third Av.
World Trade Center #2
111 Eighth Av.
B. Dalton Books 666 Fifth Av.
220 East 42nd St.

CHICAGO
835 N. Michigan (Rizzoli)
845 N. Michigan Av.
875 N. Michigan Av.
5100 S. Lake Park
Book Market (6 E. Cedar)
Kroch & Brentano's:
29 S. Wabash; 16 S. LaSalle; 845 N. Michigan; 516 N. Michigan

LOS ANGELES
Pico; 1404 S. Robertson
Sheltam Books; 6333 W 3rd
Westwood Books; 1021 Broxton
Crown Books; 7916 Sunset
Rexall Sq. Drugs; 8490 Beverly
Universal News; Hollywood
Stef-Jen; Hollywood
Books Etc; Santa Monica

DETROIT
Little Professor; Dearborn
Campbell's Books; Bloomfield
Reading Express; Farmington Hills
Young & Welshans; Flint
Grosse Pointe Book Village
Dickens' Den; Southfield
Metro News; 26265 Hoover; Warren
Hall's Book Rack; Utica, Mich.

Bozell & Jacobs, Inc., Dallas
(ritz snacks)
Vp-acct. supr., Mike Gallant
Sr. vp-dir. med., Hugh O'Brien
Assoc. med. dir., Sandy Weisberger
BBDO, New York
(cereals)
Sr. vp-dir. media & prog., Arnold Semsky
Med. plan. grp. head, John Belfiore
Vp-assoc. med. dir., Bill Wiener
Vp-mgmt. supr., Charlie Decker

177.

RAGU sauce

Chesebrough-Pond's

	media dollars	
	1980	1981
Magazines	$ 608,000	—
Supps	—	—
Newspapers	372,000	$ 237,000
Network tv	16,804,000	12,761,000
Spot tv	3,209,000	3,240,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	$20,993,000	$16,238,000

Classification: condiments (F-116)
Marketing/brand management:
Vp-mktg., Charles Perrin
Grp. prod. mgrs.: E. Volkweir (Ragu); Mike Jeans (Pizza Quick Sauce); William Wilde (new products)
Media dir. corp., Joseph Campion
Agency: Waring & LaRosa, New York
Mgmt. supr., Irwin Levy
Acct. suprs., Genevieve Shore (spaghetti sauce); Don Amira (Pizza-Quick)
Acct. execs.: Clark Oliver, Guss Michele
Sr. vp-media dir., Martin Narva
Assoc. media dir., Jean Mandel
Media plan., Debra Bergman

178.

L'EGGS

Hanes Corp., Consolidated Foods

	media dollars	
	1980	1981
Magazines	$ 2,533,000	$ 1,954,000
Supps	16,000	123,000
Newspapers	163,000	563,000
Network tv	15,354,000	11,624,000
Spot tv	331,000	334,000
Network radio	765,000	—
Spot radio	1,708,000	1,617,000
Outdoor	—	—
Total	$20,870,000	$16,215,000

Classification: Hosiery (LNA A-160)
Marketing/brand management:
Vp. mktg., Walter Pilcher
Dir. of advtg., Scott W. Burcham
Dir. of mktg., Donald F. Folger
Agency: Dancer Fitzgerald Sample, New York
Sr. vp-mgmt. dirs.: Gary Susnjara, Michael Donahue
Sr. vp-media dir., Allen Banks
Sr. vp-assoc. media dir., Ira Weinblatt
Vp-assoc. media dir., Walter Tietz
Media supr., Joe Pena

179.

TV GUIDE

Triangle

	media dollars	
	1980	1981
Magazines	$ 653,000	$ 443,000
Supps	—	—
Newspapers	672,000	677,000
Network tv	—	—
Spot tv	15,755,000	14,699,100
Network radio	—	365,000
Spot radio	27,000	18,000
Outdoor	3,000	—
Total	$17,110,000	$16,202,000

Classification: magazines (LNA B-420)
Marketing/brand management:
Pub., Eric Larson
Advtg. dir., Tom McDonough
Advtg. prom. mgr., Arthur Brener
Agency: N W Ayer, New York
Exec. vp, Al Wolfe
Vp-acct. supr., George Malcomson
Sr. vp-media dir., Marcella Rosen
Vp-assoc. media dir., Brian Hughes

180.

DURACELL batteries

Dart & Kraft

	media dollars	
	1980	1981
Magazines	—	—
Supps	—	—
Newspapers	—	—
Network tv	$11,498,000	$14,736,000
Spot tv	2,493,000	1,054,000
Network radio	—	257,000
Spot radio	—	46,000
Outdoor	—	—
Total	$13,991,000	$16,093,000

Classification: appliance equipment (LNA H-220)
Marketing/brand management:
Prod. grp. mgr., Kevin Kelly

Prod. mgr., Mark Lucas
Agency: DFS, New York
Exec. vp-mgmt. supr., Jean Plumez
Sen. vp-mgmt. supr., Thomas Burke
Acct. supr., Phil Juliano
Exec. vp-med. dir., Allen Banks
Vp-sen. assoc. med. dir., Richard Weigand
Assoc. med. dir., Estrea Dworkin

181.

GAINES pet foods

General Foods

	media dollars	
	1980	1981
Magazines	$ 4,874,000	$ 778,000
Supps	69,000	—
Newspapers	479,000	—
Network tv	12,117,000	12,438,000
Spot tv	3,738,000	2,685,000
Network radio	87,000	—
Spot radio	—	80,000
Outdoor	—	—
Total	**$21,364,000**	**$15,981,000**

Classification: pet supplies (LNA G-530)
Marketing/brand management:
Gen. mgr., Ralph Cobb
Mktg. mgr., Ray Viault
Cat. mgr., Frank Cutry
The media group includes:
Dir. media servs., David K. Braun
Assoc. media dir., P. E. Kane
Mgr. media, Robert Gillespie
Media coor., L. F. Meyer
Mgr. media plng., D. J. Miceli
Mgr. media res., James Spaeth
Agency: Young & Rubicam, N.Y.
(Gainesburgers)
Acct. supr., Ken Robinson
Acct. exec., Belle Frank
Sr. vp-media grp. supr., George Sharpe
Media supr., Bill Colihan

182.

TRUE cigarettes

Lorillard Div., Loews

	media dollars	
	1980	1981
Magazines	$ 5,593,000	$ 5,267,000
Supps	1,891,000	807,000
Newspapers	6,295,000	5,409,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	4,491,000	4,299,000
Total	**$18,270,000**	**$15,782,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Exec. vp-mktg., J. Robert Ave
Vp-adv., Tom Mau
Grp. brand dir., Michael Burke
Brand mgr., John Marks
Media dir., Bill Sands
Mgr. in-home media, Steve Molloy
Mgr. out-of-home, Lucy Puccio
Agency: D'Arcy, MacManus & Masius, New York
Sr. vp-exec. dir. media, George S. Karalekas
Vp-assoc. media dir., John F. Roth
Media supr., Richard Gearhart
Media planner, Andrea Furman
Exec. vp, Robert Berman
Sr. vp-mgmt. supr., Steven Seiter
Acct. supr., Fred Jacobs
Acct. exec., Seth Cohan

183.

CHEF BOY-AR-DEE foods

American Home Products

	media dollars	
	1980	1981
Magazines	$ 589,000	$ 369,000
Supps	7,000	143,000
Newspapers	203,000	554,000
Network tv	10,697,000	10,691,000
Spot tv	3,360,000	3,281,000
Network radio	766,000	621,000
Spot radio	99,000	104,000
Outdoor	—	—
Total	**$15,721,000**	**$15,763,000**

Classification: prepared foods (LNA F-120)
Marketing/brand management:
Vp-mktg. dir., Ted Host
Vp-prod. mgmt., K. H. Becker
Advtg. dir., Warren Kratzke
Prod. mgrs.: Dick Prentice, Paul Derez, J. Horvrath, Robert Gjessing, R. Lorys
Agency: Young & Rubicam, N.Y.
Acct. suprs.: Bill Brown, Jordan Stanley
Vp-media grp. supr., Carla Pascale
Media supr., Aileen Takiki

184.

LINCOLN

Ford Motor

	media dollars	
	1980	1981
Magazines	$ 1,518,000	$ 2,811,000
Supps	—	36,000
Newspapers	6,033,000	4,077,000
Network tv	9,536,000	4,307,000
Spot tv	4,891,000	1,637,000
Network radio	—	97,000
Spot radio	1,294,000	957,000
Outdoor	168,000	1,758,000
Total	**$23,440,000**	**$15,680,000**

Classification: passenger cars (LNA T-110)
Marketing/brand management:
(Lincoln-Mercury div.)
Gen. mktg. mgr., B. J. Coughlan
Advtg. mgr., John B. Vanderzee

Agency: Young & Rubicam, Detroit
Sr. vp. grp. dir., John Sanders
Vp-grp. dir., C. E. Riley
Vp-media, E. K. Pool, Jr.

185.

PREPARATION H

American Home Products

	media dollars	
	1980	1981
Magazines	$ 1,334,000	$ 914,000
Supps	186,000	195,000
Newspapers	604,000	408,000
Network tv	6,976,000	10,277,000
Spot tv	1,854,000	1,104,000
Network radio	638,000	2,134,000
Spot radio	3,349,000	328,000
Outdoor	—	—
Total	**$14,941,000**	**$15,360,000**

Classification: medicine (LNA D-210)
Marketing/brand management:
Grp. mgr., G. Wosleger
Prod. mgr., H. Dies

Agency: Kornhauser & Calene
Sr. vp-mgmt. supr., Bill Schenkel
Vp-media dir., Gary Faver

186.

WHIRLPOOL appliances

Whirlpool Corp.

	media dollars	
	1980	1981
Magazines	$ 3,679,000	$ 3,776,000
Supps	184,000	166,000
Newspapers	1,843,000	1,568,000
Network tv	5,691,000	8,427,000
Spot tv	2,345,000	1,358,000
Network radio	120,000	41,000
Spot radio	140,000	—
Outdoor	23,000	1,000
Total	**$14,025,000**	**$15,337,000**

Classification: major appliances (LNA H-210)

Marketing/brand management:
Dir.-mktg. comm., David Allen
Dir. advtg./sales prom., Ronald Gow
Natl. advtg. mgr., Jim Clever

Agencies: D'Arcy-MacManus & Masius, Bloomfield Hills, MI
Pres., James T. Doyle
Exec. vp-mgmt. supr., Richard P. Monley
Vp-acct. supr., Ken Brandt
Sr. vp-dir. media, Lucien DiSalvo
Vp-media dir., Robert Spaulding
Assoc. med. dir., Ed Coosaia

The Netedu Co., Benton Harbor, MI
Pres., Charles F. Worthington
Acct. execs.: John Hoffman, Carl Coon, Bill Sherrington, Rich Stone, Mike Kosinski

187.
AMTRAK rail system
National Railroad Passenger Corp.

	media dollars 1980	1981
Magazines	$ 1,105,000	$ 2,610,000
Supps	—	—
Newspapers	2,115,000	3,741,000
Network tv	1,328,000	1,457,000
Spot tv	2,238,000	3,163,000
Network radio	—	—
Spot radio	4,995,000	4,313,000
Outdoor	5,000	7,000
Total	$11,786,000	$15,291,000

Classification: railroad (LNA T-411)
Marketing/brand management:
Grp. vp-mkt. & corp. plng., William Norman
Advtg. dir., William Castleberry
Advtg. spec., Mary Ellen Stahl
Agency: NH&S, New York
Sr. vp-mgmt. rep., John J. Gellatly
Vp-media mgr., Bernie Newman
Media supr., Steven Flans

188.
DE BEERS diamonds
De Beers Con. Mines

	media dollars 1980	1981
Magazines	$ 8,573,000	$11,270,000
Supps	—	73,000
Newspapers	—	—
Network tv	1,850,000	3,866,000
Spot tv	56,000	27,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	$10,479,000	$15,236,000

Classification: jewelry (LNA G-211)
Agency: N. W. Ayer, NY
Exec. acct. dir., Ruth Salvouris
Mgmt. super., Harkness Cram
Med. super., Andrea Fields Harris
Assoc. med. dir., Michael Gross
Med. plan., Paulette Keffas
Asst. med. plan., Diana Rhodes

189.
BRIM coffee
General Foods

	media dollars 1980	1981
Magazines	$ 1,374,000	$ 161,000
Supps	583,000	257,000
Newspapers	858,000	379,000
Network tv	10,318,000	9,768,000
Spot tv	4,312,000	4,540,000
Network radio	—	—
Spot radio	—	151,000
Outdoor	—	—
Total	$17,445,000	$15,256,000

Classification: coffee (LNA F-171)

Marketing/brand management:
Grp vp, Bob Seelert
Mktg. & dev. mgr., Steve Morris
Cat. mgr.: Charles Phillips
Sr. prod. mgr., Barbara Lawrence
Assoc. prod. mgr., Mark Brown
Asst. prod. mgr., Mickey Goodman

The media group includes:
Dir. media servs., David K. Braun
Assoc. media dir., P. E. Kane
Mgr. media, Robert Gillespie
Media coor., L. F. Meyer
Mgr. media plng., D. J. Miceli
Mgr. media res., James Spaeth

Agency: Benton & Bowles, New York
Acct. supr., Ted Donahue
Sr. vp-dir. media mgmt., Michael Moore

De Beers
A diamond is forever.
It's in VOGUE®.
The book women live by.

190.

RENAULT

American Motors

	media dollars 1980	1981
Magazines	$ 3,854,000	$ 5,839,000
Supps	—	—
Newspapers	794,000	763,000
Network tv	4,626,000	2,952,000
Spot tv	4,884,000	5,632,000
Network radio	—	—
Spot radio	15,000	—
Outdoor	—	13,000
Total	**$14,173,000**	**$15,199,000**

Classification: passenger cars (LNA T-112)

Marketing/brand management:

Mktg. dir., Howard Mosher

Advtg. mgr., Marvin Klein

Agency: Grey Advertising, New York

Acct. supr., Ray Raaver

Acct. exec., Ellen Crauthamer

Sr. vp-media & prog., Alec Gerster

Media supr., Jack Jadick

191.

KAL KAN dog food

Mars Inc.

	media dollars 1980	1981
Magazines	—	$ 1,025,000
Supps	—	—
Newspapers	$ 109,000	408,000
Network tv	8,787,000	7,604,000
Spot tv	2,867,000	6,123,000
Network radio	—	—
Spot radio	25,000	28,000
Outdoor	—	—
Total	**$11,788,000**	**$15,188,000**

Classification: pet foods (LNA G-531)

Marketing/brand management:

Vp-mktg., Ed Conn

Mktg. dir., Mike Nelson and Alfred Poe

Mktg. serv. dir., B. Billings

Agencies: Ted Bates, NY

Mgmt. rep., Jerry Brady

Vp. med. dir., Nancy Clott

D'Arcy MacManus & Masius, St. Louis

Sr. vp-mgmt. super., Jack Bruemmer

Acct. grp. super., Bob Faust

Med. super., Mike Nyikef

192.

BIC pens, lighters, shavers

Bic Pen Corp.

	media dollars 1980	1981
Magazines	$ 10,000	$ 17,000
Supps	—	—
Newspapers	—	—
Network tv	9,810,000	14,343,000
Spot tv	164,000	512,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$9,984,000**	**$14,872,000**

Classification: stationery (LNA-B-320), smoking materials (LNA G-120), shaving equipment (LNA D-120)

Marketing/brand management:

Mktg. mng., Don Welchek

Ad. mgr., David Furman

Agency: Wells Rich Greene, NY

Acct. grp. head, Gary Roberts

Acct. super., Terry Koch-Bostic

Med. grp. super., Pat Casa

193.

BUSCH

Anheuser-Busch

	media dollars 1980	1981
Magazines	$ 102,000	$ 31,000
Supps	—	—
Newspapers	93,000	177,000
Network tv	—	—
Spot tv	14,067,000	8,292,000
Network radio	—	—
Spot radio	4,367,000	5,850,000
Outdoor	211,000	325,000
Total	**$18,840,000**	**$14,675,000**

Classification: beer (LNA F-310)

Marketing/brand management:

Vp-mktg., Michael J. Roarty

Vp-brand mgmt., Jack MacDonough

Vp-corp. media, Charles B. Fruit

Grp. mktg. mgr., Davis L. Morris

Sr. prod. mgr., Michael C. Palmer

Brand prom. mgr., William E. Braun

Agency: NH&S, Chicago

Sr. vp-mgmt. rep., Ronald Bess

Vp-acct. dir., Patrick Martin

Acct. supr., Mike Kearns

Acct. exec., David Beals

Sr. vp-media dir., David Drake

Assoc. media dir., Tom McAlevey

Media suprs.: Patrick McDonough, Julie Guerrerd

Media plnrs.: Doug McCoy, Barbara Woelffer

Print plnr., Marie Lehan

Local bdcst. buyers: Marianne Monahan, Nancy McGroarty, Nancy Evelyn, Susan Mahoney, Lenore Murphy, Dale Ruthenberg

Network supr. (radio), Ira Berger

194.

FRESH START detergent

Colgate-Palmolive

	media dollars 1980	1981
Magazines	—	$ 1,510,000
Supps	—	—
Newspapers	$ 149,000	203,000
Network tv	1,868,000	8,237,000
Spot tv	9,822,000	4,649,000
Network radio	—	—
Spot radio	—	—
Outdoor	65,000	42,000
Total	**$11,904,000**	**$14,641,000**

Classification: heavy-duty detergent (LNA H-413)

Marketing/brand management:

Vp-mktg. dir., Robert Blanchard

Agency: Kenyon & Eckhardt, NY

Mgmt. super., Jack Couch

Acct. super., David McConnaughey

Acct. exec., Sandy Tapter

Med. super., Madeleine Blount

Med. plan., Bob Turner

195.

CHEERIOS cereal

General Mills

	media dollars 1980	1981
Magazines	$ 33,000	$ 19,000
Supps	—	—
Newspapers	19,000	—
Network tv	7,025,000	7,569,000
Spot tv	5,939,000	7,017,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	9,000
Total	**$13,016,000**	**$14,614,000**

Alphabetical index starts on page 60
Four-year trend totals start on page 64

**For alphabetical index turn to page 60.
Trend comments start on page 64.**

Classification: cereals (LNA F-122)
Marketing/brand management:
Prod. mgr., Martin Luther
Agency: Dancer-Fitzgerald-Sample, NY
Vp. mgmt. super., E. F. Bunn
Acct. exec., Michael Burns
Med. super., Jack Irving

196.
HALLMARK cards
Hallmark Cards

	media dollars 1980	1981
Magazines	$ 27,000	$ 830,000
Supps	—	—
Newspapers	—	—
Network tv	13,560,000	13,627,000
Spot tv	61,000	84,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$13,658,000**	**$14,541,000**

Classification: greeting cards (LNA B-321)
Marketing/brand management:
Dir. adv. & sls. prom., Allan Shaw
Agencies: Y&R, New York
Acct. supr., Gerard Du Four
Grp. med. supr., Joe Mannix
Ogilvy & Mather, New York
(Ambassador Cards Div.)
Acct. supr., Betsy Weiser
Med. plan., Kristy Allen

197.
TOPOL tooth polish
Jeffrey Martin Co.

	media dollars 1980	1981
Magazines	$ 73,000	$ 44,000
Supps	—	—
Newspapers	54,000	49,000
Network tv	6,142,000	6,964,000
Spot tv	3,815,000	4,068,000
Network radio	3,002,000	3,406,000
Spot radio	—	—
Outdoor	—	—
Total	**$13,086,000**	**$14,531,000**

Classification: dental supplies (LNA D-121)
Marketing/brand management:
Pr., Martin Himmel
Vp-mktg. & advt., Robert Varian
Mktg. dir., John E. Sullivan
Agency: Dunnan & Jeffrey, Union, N.J.
(house agency)
Pres., Martin Himmel

198.
PERT shampoo
Procter & Gamble

	media dollars 1980	1981
Magazines	$ 1,883,000	$ 1,759,000
Supps	—	—
Newspapers	—	25,000
Network tv	13,103,000	11,301,000
Spot tv	1,628,000	1,359,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$16,614,000**	**$14,444,000**

Classification: hair products (LNA D-141)
The media group includes:
Dir. media, Russ Condit
Media suprs.: James P. Connell, R. H. Jones, John Taylor
Assoc. media mgr., J. R. Maxwell
Agency: Compton, New York
Acct. grp. supr., Philip Voss, Jr.
Sr. vp-media mgr., Joseph Burback

199.
PRUDENTIAL insurance
Prudential Insurance Co.

	media dollars 1980	1981
Magazines	$ 819,000	$ 623,000
Supps	—	17,000
Newspapers	147,000	211,000
Network tv	9,558,000	12,477,000
Spot tv	72,000	983,000
Network radio	—	42,000
Spot radio	3,000	—
Outdoor	—	—
Total	**$10,599,000**	**$14,353,000**

Classification: insurance (LNA B-210)
Marketing/brand management:
Adv. dirs., Dinah Keefe and Peter Briggs
Agency: Ted Bates, NY
Mgmt. super., Lee Hines
Acct. super., Irene Lubgan
Acct. exec., George Renner
Med. dir., Louis Hecker
Med. super., Bill Del Tofta
Med. plans., Amy Simon and Randy Novick

200.
HANES hosiery
Hanes Corp. (Consolidated Foods)

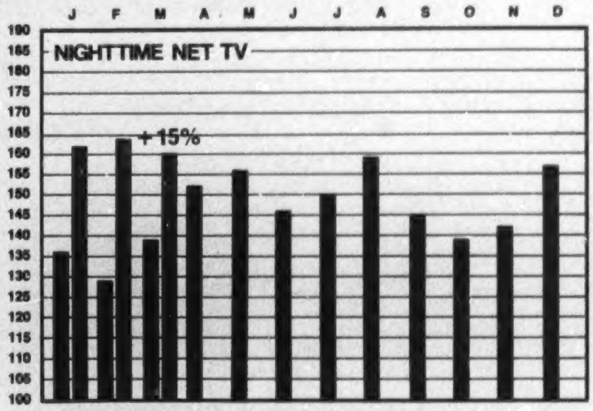
	media dollars 1980	1981
Magazines	$ 2,287,000	$ 1,954,000
Supps	—	123,000
Newspapers	—	284,000
Network tv	7,779,000	11,624,000
Spot tv	492,000	344,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	3,000
Total	**$10,558,000**	**$14,332,000**

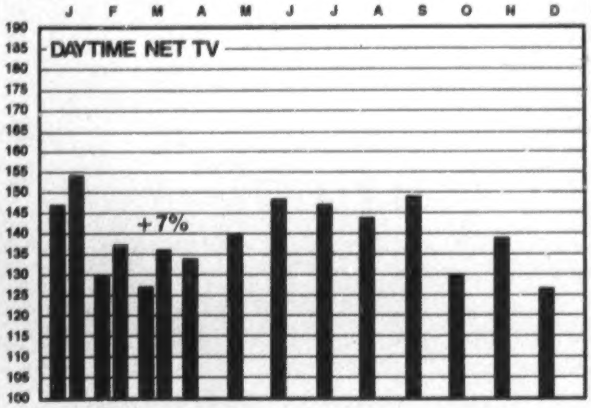
Classification: hosiery (LNA A-160)
Marketing/brand management:
Vp-mktg., W. F. Kambach
Prod. mgr., Candy Herron
Agency: Dancer-Fitzgerald-Sample, NY
Acct. super., Nancy Brughart
Acct. exec., Harley Griffiths
Med. super., Jeff Gouverneur

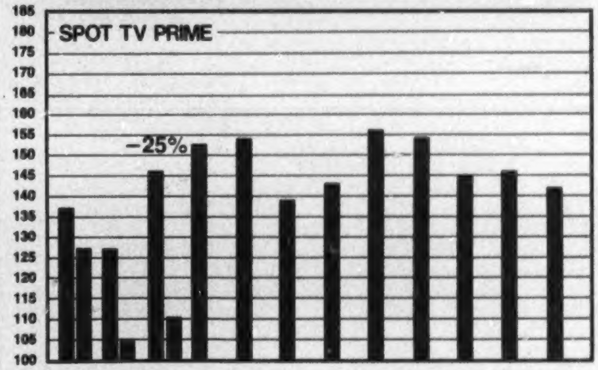
The expenditures in the eight major national advertising media of the top 200 advertised brands represents about 46% of all dollars invested in those media. For more detailed information on how each brand spends its ad dollars and for how other brands (those with budgets totaling less than $14.3 million in the eight major media) split their budgets the sources are Leading National Advertisers, Broadcast Advertiser Reports, Media Records, and Radio Expenditure Reports.

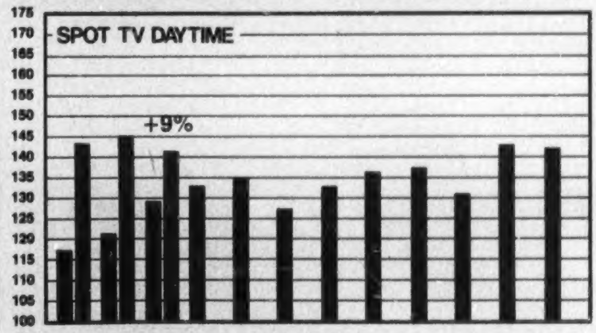
MEDIA COST INDEX

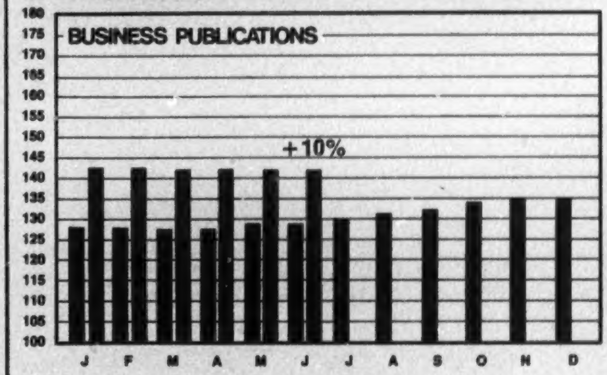
Black bars index for 1981; red bars 1982; base year 1977











Media prices continued to move up as indicated in the charts at left and on the next page.

Consumer magazines continued to price themselves 10% above last year through May 1982. The same was true of business publications. Both these categories simply reflected cost rises in paper, printing, postage and people.

Spot radio continues in a similar pattern compared to last year — prices up 10% in each month of 1982 compared to 1981 through June. In contrast, network radio has had its comparative ups and downs this year — below last year in the first few months, but picking up as the year developed.

Daytime net tv is repeating its 1981 performance, with increases running about 7% of same months in the year previous — both this year and last.

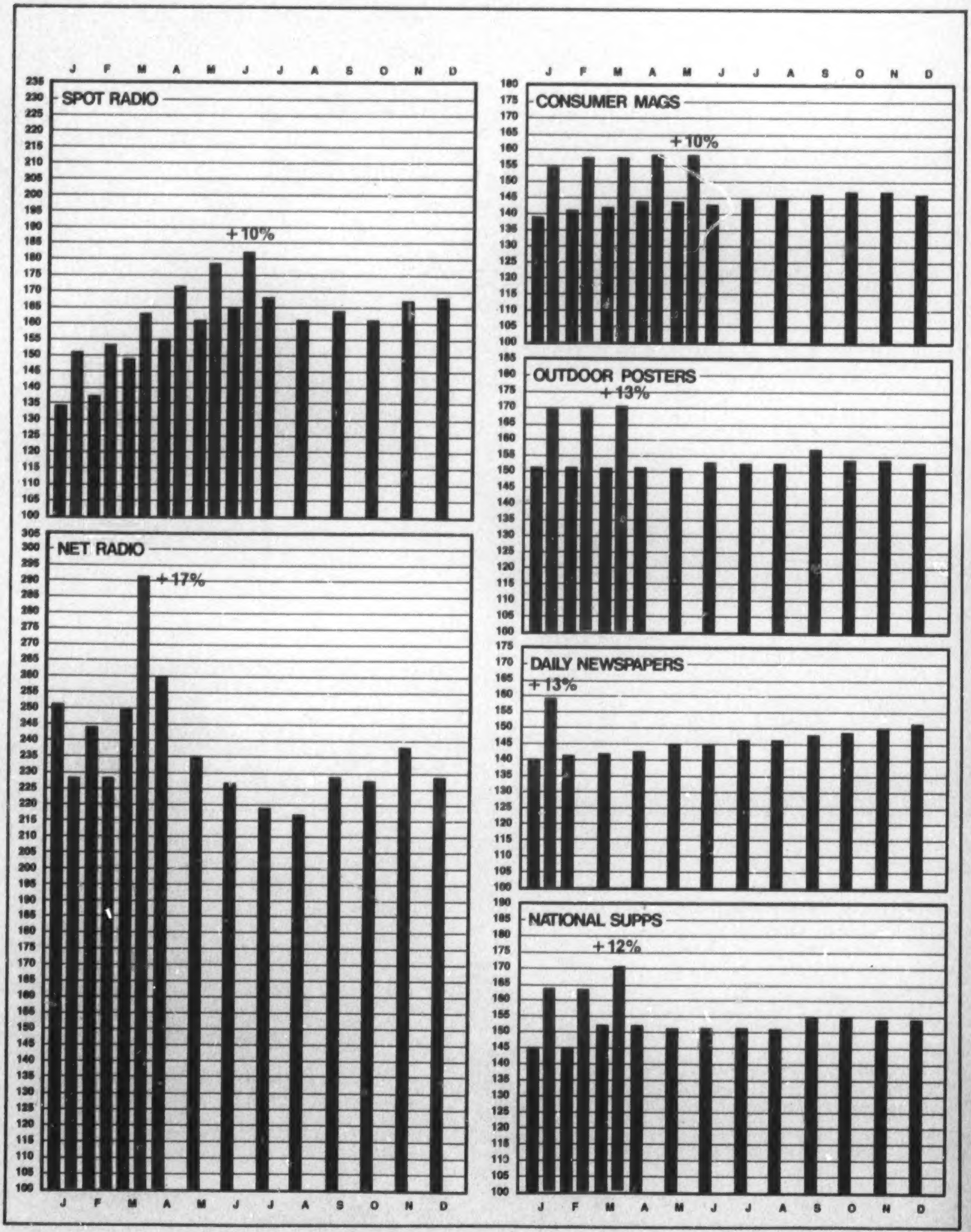
Nighttime network tv was weak during the first few months of 1981, but in 1982 performance has been much better, as reflected by the prices — 15% above 1981 for the month of March 1982.

Continued on page 216

The Media Cost Index reflects reported trends extracted from available published sources. This analysis uses standard competitive report sources to develop comparable costs that reflect monthly cost trends by medium. Where industry competitive sources are unavailable, selected cost data from SRDS are sampled. Sources: **Nighttime Network TV** — cost per average 30-second spot 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Report Network TV Service. **Daytime Network TV** — cost per average 30-second spot 10 a.m.-4:30 p.m. Monday-Friday from Broadcast Advertisers Report Network TV Service. **Network Radio** — cost per average 30-second radio announcement from Broadcast Advertisers Report Network Radio Service. Index 100 for Nighttime network tv, daytime network tv and network radio are for each month in 1977. **Spot radio** estimates are based on SRDS cost of one minute on one station per market in the top 50 RADI markets. **Consumer magazine** estimate based on reported SRDS cost of page, 4-color in 40 national consumer magazines based revenue, as reported by MPA. **National Supplements** estimates based on reported SRDS cost of page, 4-color for three national supps. **Daily Newspaper** estimates based on Newspaper Advertising Bureau report of SRDS costs per agate line of a stratified sample of 155 newspapers. **Business Publication** estimates based on reported SRDS cost of a page, 4-color for 48 magazines representing 42 business and professional classifications. **Outdoor Posters** based on estimates prepared by F.R. Cawl & Assoc. **HOW TO READ:** Media Cost Index reflects latest available cost compared to base of average year 1977. Percent change reflects annual rate of change and is based on latest available month costs compared to same month in previous year.

MEDIA COST INDEX (continued)

Black bars index for 1981; red bars 1982; base year 1977



AUGUST 1982 • $3.00

MARKETING & MEDIA Decisions

C2950-3

8/9/82

1983 forecast: Wall Street's predictions and marketers' plans

page 51

Will advertisers fit in the media room?

page 58

Changing lifestyles, changing media: Guest Editor Laurel Baer, vp-media, Marsteller, Chicago
page 62

COIM UC41189 N S 8P
JOSEPH MCNALLY
CONGRESSIONAL INF SVC
4520 EAST-WEST HWY #800 DIF
WASHINGTON DC 20014

BEST AVAILABLE COPY

CONTENTS

AUGUST 1982, VOL. 17, NO. 9

Guest Editor Laurel Baer is vp-media director
at Marsteller, Chicago.

Features

51 Two Part Special Report: Outlook for 1983
Part I: Wall Street analysts question rising advertising-to-sales ratios, and see high interest rates leading consumers to mass merchandising's small-ticket items. They predict that retail advertising will respond to the upturn, with national lagging behind.
Part II: National advertisers are agonizing over budgets, but expect to be able to match media price rises despite their doubts.

56 Pressing cable for the numbers
The days of selling cable through unsubstantiated target market enticements are giving way to more traditional cost per thousand efficiencies.

58 Will advertisers fit in the media room?
As consumers acquire more and increasingly sophisticated video equipment, the home family room is being transformed for a new function — the media room.

60 Sky's the limit for Bailey's
Now closing in on its first million-case year, Paddington's imported liqueur is boosting its ad budget, but continues with its basic success formula.

62 Changing lifestyles, changing media
Guest Editor Laurel Baer has some suggestions about reaching the new lifestyle markets that go beyond the standard demographic analysis and its corresponding research data.

64 Regional magazines' new national impact
Prospering in growing areas of the country, regional magazines are garnering more national advertiser interest with improved editorial quality and target market opportunities.

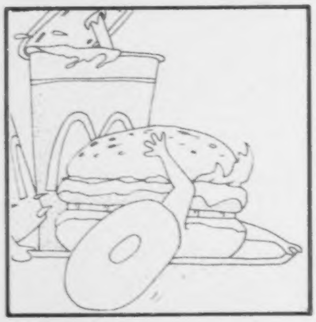
111 Brand Report 78: Fast Food
125 Growth Market: Cincinnati

Focus on . . .

Bailey's Irish Cream
(page 60)

NOTHING HITS THE SPOT
LIKE A DELICIOUS
HOT BOWL OF PROTEIN
AND VITAMIN A.

Regional magazine advertisers
(page 64)



Fast Food
(page 111)

Departments

6 Focus on Marketing
10 Campaigns
14 Assignments
17 Print Beat
18 Broadcast Beat
20 Newsmakers
28 Update
34 Futures
36 Cablescan
42 D.C.
46 New in Media
142 Cost Trends
154 Mailbag
156 Guest Editor's Page

68 As We See It

As They See It

70 Mediology
by Ed Papazian
74 Radio
by John Meskil
80 Newspapers
by Richard Hamilton, Jr.
82 Out-of-home
by John Miller
82 Cable, Etc.
by Ned Gelband
84 Television
by John Reed
87 Business Press
by Gene Thompson
92 Consumer Magazines
David C. Lehmkuhl
97 Research
by Bernard Guggenheim

MARKETING & MEDIA DECISIONS (ISSN0195-4296) AUGUST, 1982, Vol. 17, No. 9 Copyright © 1982. Decisions Publications Inc. Published 14 times. Executive, editorial, circulation and advertising offices at 342 Madison Ave., New York, N.Y. 10017 (212) 953-1888. **Available** without charge to those personally involved in media decisions at major agencies and advertiser companies. For others, subscription prices are: U.S.A. $40 for 14 issues. Canada $50. Overseas $52 (surface mail). Airmail — add $52. Single copy $3.00. All overseas copies are paid. Second-class alternative B postage paid at Burlington, Vt. **Postmaster:** Send form 3579 to Marketing & Media Decisions, 342 Madison Ave., New York, N.Y. 10017

UPDATE

(from 28)

A rose or a council by any other name

The Broadcast Rating Council took a step this summer to expand its purview by renaming itself the Electronic Media Rating Council. (See: "*VTR Breakthrough - part 2,*" February 1978, pg. 68).

Daniel Kops, rating council chairman and president of Kops-Monahan Communications, comments: "It is crucial for the continued, orderly growth in telecommunications that a fully representative organization evolve. The by-laws were amended to create new categories of membership making the organization more representative. Further, committees, for cable tv and new technologies, were formed to join our existing radio and tv committees.

"Most significantly, the Cable Advertising Bureau, Westinghouse Broadcasting and Cable, Inc., Storer Broadcasting Co., Capital Cities Communications and Cox Broadcasting Corp. have joined the council."

The Electronic Media Rating Council is the independent organization which monitors the procedures and performances of accredited broadcast rating services to assure the credibility of broadcast audience measurements.

Marketing with the new 900 phone number

Telemarketing is taking another step ahead with applications of AT&T's 900 number service (See: "*Long distance long shot,*" April 1982, pg. 66). Fred Weismiller, group product manager, new network services, AT&T Long Lines, recently told the 100 Million Club that the 900 number system "is ideally suited to use on national television advertising because it can answer up to 600,000 callers per hour."

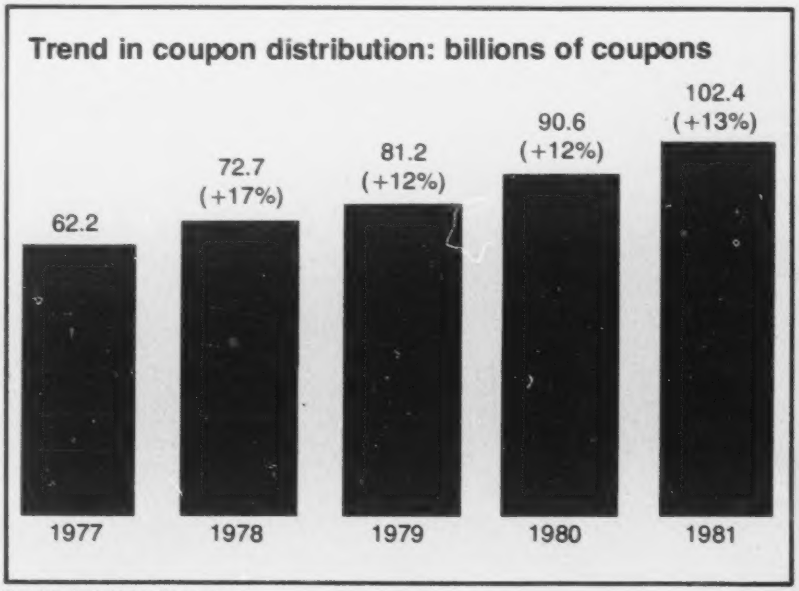
The system electronically answers incoming calls with a recorded message, which can provide up-to-date information to callers, with the caller incurring a 50 cent charge per call. Says Weismiller: "Because the caller pays for the call, the 900 number offers unique power in self-selection. A caller who spends 50 cent on a telephone call demonstrates a high interest in, and a strongly favorable predisposition toward, the product or service being advertised.

By making those calls, the prospects segment themselves at their own expense into a highly qualified target market."

Weismiller believes the 900 number's advantages make it "a new communications medium" for the direct marketing industry.

More and more and more coupons

The distribution of cents-off coupons to consumers rose in 1981 by 13% to a total of 102.4 billion, according to the A. C. Nielsen Company (See: "*Coupon rip-off,*" May 1979, pg. 62). The average value of the coupons distributed also climbed, a 7% rise, to 19.8¢.


Trend in coupon distribution: billions of coupons

Copyright A. C. Nielsen Company

The *Promotion News Digest*, surveying recent research on couponing, cites several studies that show coupon use on the rise. "A recent survey by a major manufacturer to find the pattern of usage during a typical week disclosed that 63% of those queried had used coupons during the previous seven days. The average number of individual coupons used during the week was 7.7."

The report continues, "It has also been disclosed that there has been a particular growth in recent years in the use of coupons by households with an annual income under $10,000 (up from 51% in 1975 to 69% in 1980). Usage by non-white and Hispanic households grew faster than use by the U.S. population as a whole during this period."

euphoria due to serious advertiser participation in the new programing services, the cable systems themselves are in a serious capital squeeze. An increasingly large number of cable systems are being forced to spend big dollars on rebuilding and enlarging capacity due to needs of subscribers and realities of franchise protection.

Where only a year or two back, a cable operator could reasonably expect a 60% to 70% gross operating margin, the present expectation is now typically down to 40% to 45%. Therefore, systems are now looking for new revenue sources. In order for the national cable services to experience continued growth, it is extremely important for the cable operators to share in the profits of advertising support, as the national services are counting heavily on the local systems' ability to sell local time.

Put another way, the expansion of the national services is heavily influenced by the lure to cable systems of local ad revenues. If the cable operators are reluctant during this period of capital tightness and lower gross margins to invest in local sales and marketing capabilities, it could seriously impede the expansion plans of some of the newer national programing services.

However, if the major services continue to make the necessary financial commitments to better accomodate the viewers' need, and network shares continue to erode within an escalating price structure, the cable business should eventually chew up what it's bitten off. ■

PLAYBOY: In cautionary times, the best way to build share of market is by concentrating advertising in the largest, most efficient media. PLAYBOY is first among them.

In good times, you build your advertising programs in the same media to maximize profitability. Again, PLAYBOY is your basic buy.

The reason is simple. When you advertise in PLAYBOY, month after month, you reach almost 15 million men—men who buy an astounding one fourth of all spirits products. Men with a lust for life—and the means to live it well.

Which is why, good times or cautionary, the power of PLAYBOY is irrefutable.

The Playboy reader.
His lust is for life.

Source: MRI, Spring 1982 (Aud.)
& Fall 1981 (Prod./Mag.). © 1982 by Playboy.

TELEVISION
by JOHN M. REED
senior vp,
Ingalls Associates, Boston.

The mass medium that is right on target

Every time an article is printed about cable television the final statement always seems to be "commercial television is and will continue to be an extremely efficient *mass medium.*"

"Today, the term 'mass media' has a very negative connotation. Every marketer seems set on narrowing his marketing target to as finite a geographic, demographic and psychographic profile as possible.

Cable television, if the press is believed, will allow target marketing, while television as we have known it for the past three decades is doomed to be used only by those marketers who cannot get their psychographics together.

Let us put to one side the fact that many marketers are trying so hard to target market (peer pressure can be hell) that they are missing a substantial portion of their key prospects, and talk about television as a mass medium.

While television can certainly be used as a mass medium, it has always enabled target marketing as good or better than most other consumer media.

Each consumer medium achieves market segmentation in a different way:

- Radio uses a specific format to reach desired target groups.
- Magazines use a certain editorial message and environment to attract selected readers.
- Newspapers use a concentration of similar subject matter in specific sections of the paper to attract particular demographics.
- Television uses variations in programing to appeal to different population segments.

Critical to evaluating any medium and its effectiveness to target market are *seven major criteria:*

1) Does a substantial number of my target group use this medium?

2) Does my target group spend enough time with this medium to enable my campaign to develop effective frequency?

3) How long a period of time does this medium take to achieve effective frequency (a week, a month, a year)?

4) Can my target group be reached efficiently by this medium?

5) Can my product or corporate message be communicated in this medium?

6) Does this medium allow me to match my product's distribution patterns?

7) Does this medium allow me to address my product's seasonal marketing needs?

With a minimum of debate, marketers should be willing to accept that television does fulfill points five, six and seven. But what of a marketer's other needs?

Does the target group use this medium?

Television's most severe test for target marketing would be against those people who are in the lower quintiles of viewership. My premise is: if a marketer can effectively use television to target market against those that use the medium least, he certainly can use it against people that use television the most. Below are several demographic groups that are in the lower quintiles and the percent of each group that used television "yesterday."

Analyzing the groups above: younger adults are generally more active and have less time to watch television; better educated individuals are supposedly more discerning in their general media usage; individuals in the higher echelons of their professions have demands on their time that limit television usage; working women are unavailable during traditional women's programing; and very high income families have the discretionary income for activities other than television viewing; if 80% or better of *these* individuals view television daily, it's logical that most advertisers' target groups also use television daily.

Does the target group spend enough time with this medium to develop effective frequency?

The accompanying chart shows a cross-tab of low quintile demographic groups and the average hours per day that they spend watching television.

Chart A

	% using television "yesterday"*
Men 18-34	87
Women 18-34	85
College Grads (adults)	88
Prof/Tech (males)	88
Working Women (full-time)	83
HH Incomes $50,000 plus (adults)	88

---

* TvB 1982

Chart B

Low quintile groups and average tv viewing

	% of universe	Minimum time spent/day*
Males: Prof/Mgr, HH Income $25+	76	2 hrs.
Males: 18-34 HH Income $25+	70	2 hrs.
Males: Att. College + HH Income $25+	75	2 hrs.
Female Homemaker Full Time Employed	76	2 hrs. 40 minutes
Female Homemaker: 18-34 HH Income $25+	72	2 hrs. 40 minutes

---

* Simmons

Once again television, even against these lower quintiles, is able to command a significant commitment of time against 70% or more of these demographics. From the advertiser's standpoint, these viewing hour *minimums* still mean at least *24* commercial opportunites a day, *168* opportunites a week and *672* chances to sell this consumer in an average four week schedule.

How much to achieve effective frequency?

As we have seen even the lower quintiles of television viewership utilize television sufficiently to enable an advertiser to achieve effective frequency in as short a time as a couple of days.

Can my target group be reached efficiently by this medium?

In the broad populace of the United States, I hope I have demonstrated that even those who use television the least are still readily available to an advertiser.

The tighter an advertiser defines his consumer market, the more detailed his description of his key prospects must become. Included in this description are the kind of interests this person has and these naturally relate to the kind of television programing which will attract him. If this key prospect is a heavy user of television, of course, he can be reached efficiently.

However, if he is a light user of television, he can also be reached efficiently. It is the very selectiveness of this prospect's viewing that allows the advertiser to invest only those programs which fit his profile and hence, using minimal inventory, to develop an effective frequency against him.

Finally, if our prospect is a light viewer, the programing he selects is of great importance to him; the importance he places on his viewing translates into a higher level of attentiveness which only serves to heighten the impact of a commercial in this environment.

Television, while it does appeal to the masses, still provides advertisers (through its individual program environments) the ability to target market even against those who use this medium the least. ■

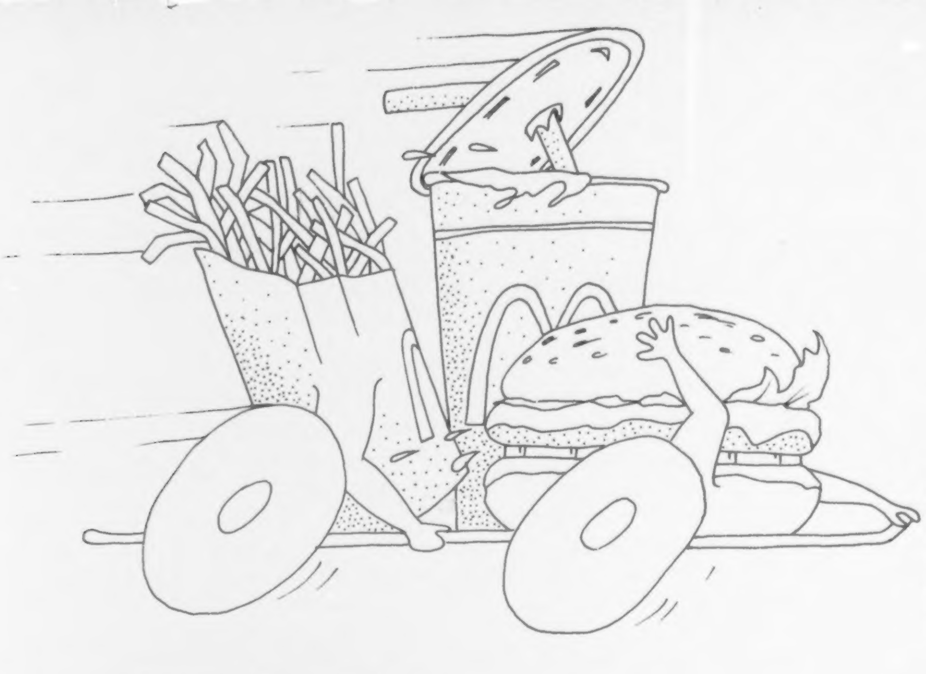


Illustration by Michael Gay

Brand Report 78:

Fast Food

The fast food industry is feeling the stirrings of rejuvenation after an extensive lull. Chains heavily promote products, events, and games in extensive campaigns to wrest business away from competitors. New product sensations include fish, pizza, and Mexican cuisine. Tv continues to be the mainstay medium.

Four years ago the fast food business looked like Custer's last stand.

Sales were stagnant, the industry appeared to have reached saturation point, and the trend in new product proliferation that had gripped it seemed to be at its logical conclusion. Some of the more pessimistic industry observers were predicting the demise of a few of the weaker chains, leaving the battle for precious turf to be fought by powers like McDonald's and Burger King.

In 1982 the picture looks different. Although sales are not galloping along at the rate they were during the booming seventies, many chains are forging ahead profitably.

A few, like Pepsico's Pizza Hut and Jerrico's Long John Silver's, have turned business around spectacularly. Only a few years ago both were considered faltering stepchildren in an industry where all comers seemed to savor success. Wall Street analysts now rank Long John Silver's as one of the 25 fastest growing companies in the U.S. Pizza Hut introduced a new product — Pan Pizza — that dramatically reversed fortunes. Sales were up

24% for Pizza Hut in 1981 over 1980.

Just when it appeared America's love affair with the Big Mac and the Whopper had mellowed, the industry confounded doomsayers by growing 3.6%. This is 75% faster than the growth of the overall restaurant business, according to the National Restaurant Association.

Fast food took its hard knocks when the recession swung into full force. Rather than eat out, many families found it cheaper to take their meals at home. Having basked in the glow of virtually unhindered growth for a decade, the fast food business was taken by surprise.

But fast fooders learned to adapt. While the recession is still lumbering along, virtually all chains have learned how to use it to their advantage. A plethora of promotional activity has helped overcome the widely dispersed consumer notion that "eating out is more expensive than eating in."

Chains have also latched onto a heightened interest in food quality. This has broad ramifications in marketing and advertising. Some chains position themselves against others as having superior burgers or a broader array of "healthful" products.

"Burger King stands out in this," says Michael Culp, senior vp for E.F. Hutton. "Advertising concentrates on *what* their food tastes like rather than on vignettes." The product quality trend extends to other chains as well, he says. Examples include Jack-in-the-Box's head-to-head strategy with McDonald's. Ads compare the Supreme sandwich line with the Big Mac. One top of the line Jack-in-the-Box delicacy includes a croissant sandwich for breakfast goers.

The product quality image, which figures importantly in new campaigns from Wendy's, Arby's, and Jack-in-the-Box, is a way of distinguishing one chain's products from another, according to Culp. "The industry is approaching saturation," he says, "and people are confused." The trend, he notes, was sparked by Wendy's successful "hot and juicy" ad campaign a few years ago. Creative focused on Wendy's all-meat fresh hamburger, an obvious departure from major competitors' generic advertising. Culp laments the fact that in subsequent campaigns, Wendy's abandoned its "hot and juicy" theme for campaigns that had "nothing to do with food quality."

In a new campaign that broke in July, Wendy's reverted to the "quality food" plug: spots feature the food in what a company spokesman described as the "best color photography" the company has ever done.

The road to "high quality" is only one of the ways fast fooders have fine-tuned their marketing efforts to adapt to economic doldrums.

Some of the others:

Promotion

"More meals are purchased on a deal" than ever before, says Merrill Lynch vp Bill Trainer. Indeed, promotion is so hectic these days that any fast food restaurant that *isn't* doing something to promote its wares is a definite oddity.

In the first quarter of 1979, 58% of all stores were involved in some sort of product or price promotion, according to Restaurant Trends, a New Jersey-based fast food consulting firm. By the first quarter of 1981, 80% of all stores were promoting.

The reasons for the promotion binge: Some sources cite a herd mentality—if one has done it successfully, others follow.

But the recession lies at the heart of the trend.

"The slow-down in store sales" is

1982 fast food media expenditures

Restaurant	Total	Magazines	Newspapers	Network tv	Spot tv	Network radio	Spot radio	Outdoor
Godfather's Pizza	$ 4,171,800				$ 4,063,500		$ 85,000	$ 23,300
Heublein Kentucky Fried Chicken	$ 36,651,500			$20,371,000	15,290,200		459,400	530,900
Burger Chef	$ 7,143,400		$12,500		6,168,400		889,300	85,700
Hardee's	$ 10,729,500				8,378,000		2,059,400	292,000
Dairy Queen	$ 6,619,800				6,377,100		145,500	97,200
Long John Silver's	$ 20,162,500				20,162,300			4,200
McDonald's	$317,922,500			54,129,700	255,222,200	$3,255,400	1,632,400	3,682,800
Pepsico Pizza Hut	$ 24,573,500		47,800	10,103,900	14,006,400		361,800	53,600
Pillsbury Burger King	$ 48,725,700	$149,200	59,500	27,831,800	18,400,200		1,979,300	365,200
Ralston-Purina Jack-in-the-Box	$ 14,683,300				9,800,000		4,878,700	4,600
Royal Crown Arby's	$ 11,538,900		9,600	3,921,200	7,193,000		212,700	202,400
Wendy's	$ 27,531,700		20,100	8,760,700	15,819,500	1,308,200	1,156,500	482,000

Source: Leading National Advertisers

the cause, says Carl DeBiase, president of Restaurant Trends. "The bottom fell out in 1978 and stores hit the panic button. Then, with dropping beef prices, there was a craze in couponing."

As the recession galvanized the competitive atmosphere, chains recognized promotion as a way to draw business from rivals. "The restaurant industry has been flat for three years," explains Arby's senior vp of marketing Larry Krueger, "so any growth that occurs comes from somebody else's business. I'll try to promote my way around them."

Merrill-Lynch's Trainer sees another cause for the promotion binge. As restaurants battled the consumer notion that eating out is more expensive than eating at home, the industry was hard-pressed to keep prices down for some basic items.

Thus, when the price of beef took a tumble a year ago, chains were able to give price promotions on burger products without losing money. "They were giving customers the benefit of these commodity reductions," says Trainer. He maintains that it was safer for the chains to do this "than to make a permanent price reduction." When beef prices go up, he says, promotional activity will go down.

There are three basic types of promotion. Coupons and cents-off deals account for most of the activity. Gifts and premium deals also figure importantly: for example, if you buy a "super-burger," you get three razors free, or if you buy two super-burgers, you get a third one for one cent. The range of combinations is endless. A number of major package good companies have entered into agreements with fast fooders on such events.

A third promotion type is games. This includes scratch-off cards, saver sheets, and puzzles. With each food purchase a portion of the puzzle is supplied, or an additional scratch card is stapled to your burger bag. When the puzzle or saver sheet is completed, a prize is bestowed on the contestant.

Many question the effectiveness of promotion. The purpose is to draw the customer back to the store or to entice him into making additional purchases, but no hard data exists to show whether this actually happens. "McDonald's, in their 'Build a Big Mac' promotion contest, did build customer traffic five percent," says Culp of E.F. Hutton. "It got people into stores, although it's difficult to quantify what impact" this had on sales, he says.

William Welter, Wendy's senior vp, marketing: "Promotion is used to compliment and extend the whole message."

Service enhancement

People don't go to a fast food restaurant these days simply to get fast food, argues an increasing number of industry experts. They go to be entertained and waited on as well. Some chains, like Long John Silver's and Pizza Hut, give limited table service to customers. To create more of a relaxed atmosphere, restaurants are adorned in muted colors and wood tones. Such enhancements are designed to appeal to an adult, 18-34 target audience.

For people who like to eat and *watch*, there are chains that offer video entertainment during a meal, such as Pizza Time Theater and Mark Twain. Indications reveal that these restaurants have thrived on their added attractions.

A third development in the enhancement area are the video arcade shops, where kids can eat and then play Pac-Man. Though these chains have basked in some success, industry observers question their feasibility on a wide-scale because many towns have local ordinances against such combinations.

Menu diversification

Fast food chains noticed some years ago that customers get bored with the regular fare and switch to something else. If their restaurant doesn't offer anything else, they go elsewhere.

Thus, many chains realized that to keep the core business flowing, they would have to offer additional items on the menu.

All chains are heavily involved in new product diversification: Arby's offers a line of deli sandwiches; Jack-in-the-Box has added another sandwich to its Supreme line, and now—like Wendy's—has a salad bar.

McDonald's and Burger King are heavily involved in the trend. Burger King offers a new menu item almost monthly, keeps it for a while and then discards it for something else. Veal is the latest craze. McDonald's gives new products a much longer test period — usually four years — and then slowly rolls them out.

Other factors dictating the new product proliferation include a lessened dependence on a single food commodity like chicken or beef.

New products also allow chains to bolster the ranks of different demographic groups in their marketing targets: For example, kids demonstrate more of an interest in the regular hamburger than adults; the chain with a heavy reliance on burgers risks losing a more adult crowd.

Indeed, some fast food restaurants *without* hamburgers have thrived. Long John Silver's, Red Lobster and Captain D's specialize in fish menus; Pizza Hut and Godfather's in pizza. *Restaurant Business*, an industry trade book, estimates that from 1976 to 1981, chains specializing in chicken, pizza, seafood, steak and Mexican cuisine experienced the most growth in sales volume.

Media

With a few minor exceptions, fast fooders rarely differentiate their target audience (although some chains have restructured to appeal to a more adult group). Television serves as the focal point for virtually every campaign.

Leading National Advertisers shows that most dollars were spent on a local basis. Expenditures in 1980 ballooned from $460,157,000 to $711,488,000.

Spot tv saw similar enthusiasm on behalf of the fast fooders: 1981 expenditures of $510,294,000 represented a 81% growth over 1980.

Newspapers likewise benefited mightily from fast fooders' heightened awareness of the benefits of promotion.

Burger King is undergoing a significant change designed to put some wind in its slackened sails. A new chief operating officer, Norman Brinker, has been appointed, and former marketing chief Jeff Campbell has been upped to the presidency.

A new campaign broke in January that reflects significant changes in the chain's new marketing orientation. To add spice to the cake, an agency change is rumored.

Kyle Craig, senior vp and director of marketing, perceives the sea change as a consolidation of strengths: Brinker's approach, he says, is to stay with "the basics of the business" and Campbell's is to push for product superiority. The new campaign centers on product superiority.

From a media standpoint, Burger King has consolidated its strengths. It did not enter bidding on children's television in the upfront market this year, concentrating its dollars in the adult market instead, says Craig. Because Burger King is heavily outspent by McDonald's in the advertising arena, he explains, it decided to concentrate fire power on the 18 to 49 consumer. This strategy is reflected in spot tv buys: "Most spot tv has gone against the adult market historically," Craig says. Spot dollars are placed "in excess of 50% in fringe and the rest in primetime."

"Aren't you hungry," which broke in January at a level of 250 weekly grp's on net tv, settled in at a weekly level "somewhat lower" than this, he says.

Radio purchases, which accounted significantly in Burger King's 1981 spot expenditures of $30 million (roughly half of overall media expenditures), are made in morning and evening drive time and on evening weekend radio. Again, the primary target is 18 to 49.

Promotion, as for the other fast fooders, was a major part of BK's strategy last year. One promotion called "Easy Street," was "very successful," Craig says. Consumers got a puzzle piece for a board game with each purchase. When the board was completed, cash prizes were given out.

> “**Burger King is undergoing a significant change designed to put some wind in its slackened sails.**”

Says Craig of agency J. Walter Thompson's rumored demise, "I think it's 100% a function of the rumor mill. We're thrilled with the results of 'Aren't you hungry.' Speculation was fueled by our management changes."

Long John Silver's bills itself as a premium fast food restaurant, hence its promotional tag line, "change of place." "We offer a change in both food and atmosphere," say Walter Stumpe, senior vp of marketing. "It's a break in your day. We're warm, friendly — all of those words."

Long John's is something of an anomaly on the fast food scene — few other chain restaurants offer fish as the staple on their menu. The closest competitors are Captain D's, mostly based in the South, and Arthur Treacher's, which has fallen on hard times.

Long John's 335 stores are 60% company owned. The company is anchored mainly in the Southeast and Midwest with a negligible presence in the North and major metropolitan areas. (Dallas, an exception, has 60 stores).

Advertising strategy is two-pronged: spots alternate between a corporate message which speaks of Long John's cozy New England atmosphere and food "that will put a smile on your face" and product messages.

Media strategy, executed by in-house shop, Abbott, is centered around spot tv. $25 million annual expenditures in all media are heavily slotted to television, with individual markets tailored for radio and some print.

Long John's is banking heavily on a new product that "should make oodles of money" for the chain, says E.F. Hutton vp Michael Culp. The "baked fish" dish has been in test market for a little over a year.

Jack-in-the-Box, Ralston-Purina's chain, has changed its image from a kid's fast food parlor to all-adult cuisine — a sharp departure for the chain whose stores used to look like huge oversized toys dotting the highways of the West.

The face-lift began a year and a half ago when the entire menu was revamped and the basic burger was replaced with the Supreme Sandwich (a sandwich of bacon and cheese and other condiments on a kaiser roll). "Jack-in-the-Box was not in the position to have a two-tier sales strategy like McDonald's," explains Barry Klein, exec vp for the chain's agency Johns, Cohen, Pasqualina. "With the new menu coming in, we decided to concentrate on adults."

Beginning last Fall, Jack-in-the-Box began a head-to-head campaign against majors in the field with spots that flagrantly decried supposedly inferior McDonald's products, hence the prevailing tag line, "there's no comparison." Spots speak of the products that Jack-in-the-Box has — but which McDonald's doesn't.

Spot tv is slated at $14 million annually, with radio coming in a distant second at $1 million. Tv, as with all fast fooders, is most heavily used in markets where the percentage of sales is highest — in this chain's case, Los Angeles, San Diego, Seattle, Dallas, Houston, San Francisco, Phoenix and Honolulu.

Radio is used as a frequency vehicle against upscale males. Programing "is all over the lot," says Klein.

Promotion is used as a sampling vehicle for new products but, says Klein, "Jack-in-the-Box probably does considerably less than the competition because it's very successful with new products."

Godfather's, a 750-store chain based in the Midwest, is slowly but surely muscling in on industry leader Pizza Hut's territory. Both are primed to go head-to-head in the lunch market with a small, quickly prepared pizza. But Godfather's, which started up in 1973, still has a way to go before catching Pizza Hut with over 1700 stores.

Because Godfather's is in the process of filing as a public company with the SEC, executive director of marketing Tim McMahon was unable to grant an interview.

However, these salient features stand out in this chain's exemplary

More from Maine ...

BANGOR NEWS NET UNDUPLICATED AUD.	PRESS HERALD/EXPRESS NET UNDUPLICATED AUD
167,000	160,800

Less from your ad budget.

BANGOR NEWS CPM REACH	PORTLAND PRESS HERALD/ EXPRESS CPM REACH
$6.35	$6.78

THE BETTER BUY IS BANGOR

BANGOR DAILY NEWS

NORTHERN NEW ENGLAND'S LARGEST DAILY NEWSPAPER

Source: AUDIT REPORTS, SEPT. 30, 1981, TELMAR MEDIA CALCULATOR, 1982, SMRB, 1981, SRDS, 1981

growth: media expenditures in 1982 are estimated at $18 million — 1981 expenditures according to LNA were just over $4 million. The National Restaurant Association reports that 1981 sales were $225 million in contrast with 1980 sales of $194 million, according to published figures.

Bozell & Jacobs, Omaha, designs the company's advertising and promotion. One promotion was dubbed the "Numbers racket" — a scratch card game which was supported by spot tv, radio, and newspaper.

McDonald's latest entry on the fast food circuit is the McRib sandwich, an all pork sandwich on a seeded roll. Analysts say this may be one of the giant's most popular entries since the Big Mac. This is happy news for McDonald's, which recently suffered two unsuccessful new product entries — the McFeast sandwich and a chopped beef steak sandwich.

Ever anxious to develop a viable chicken product, McDonald's rolled out McNuggets to a great deal of promotional and media fanfare. Minor setbacks, though, have failed to slacken this company's penchant for growth. Sales for 1981 were over $7 billion, according to the NRA.

McDonald's spends roughly 50% of its marketing budget on promotions: this includes the $10 million price tag on the successful "Build a Big Mac" campaign and the $20 million "Quality in the bag" game. Another $20 million went into the glass-givaway contest built around the movie, "The Great Muppet Caper."

Wendy's, home of the "hot and juicy," broke a new campaign entitled "Wendy's kind of people" last month. Its central theme: the burgers you get at Wendy's are better than those available from the competition, according to senior vp, marketing, Bill Welter. The burgers, the ads emphasize, are made from fresh meat and according to customers' specifications. Says Welter, Wendy's kind of people are looking for value and are discriminating customers. "They grew up with McDonald's and Burger King" and are heavy fast food users, he notes, but are now more discriminating in their fast food selection.

Wendy's strategy is centered around adults 18 to 49 with special emphasis placed on 30 to 35 year olds.

Wendy's is delegating $15 million of its $70 million media budget to high-rated network tv specials. The objective is to kick off six-to eight-week flights dramatically. Programing is adult skewed (the *All Star Game*, for example, will lead off the new campaign).

The remainder of the budget will be heavily slated towards spot tv, especially in markets where Wendy's sales perform well against the major competition — the South and Midwest. In these markets 200 to 300 grp's will be purchased weekly, 60% in primetime and the remainder in fringe. During the "network thrust periods", an additional 150 grps are contributed by the net tv purchases, according to Welter.

Non-broadcast expenditures carve only 5% out of the total budget. This is divided between rop, coupons, and outdoor.

Kentucky Fried Chicken, the nation's premier purveyor of fast chicken, is now in the second year of its "We do chicken right" campaign.

There is more to Georgia than Atlanta...the

GEORGIA GROUP

THE NATION'S #1 NEWSPAPER GROUP BUY

●

Population . . . 1,290,000
Georgia Group Populaton would rank 31st In The Nation
100% More People Than Charlotte

●

Total Retail Sales . . . $5,226,100,000
Georgia Group Retail Sales would rank 34th In The Nation
82% More Retail Sales Than Charlotte

●

ALBANY HERALD	ATHENS NEWS BANNER-HERALD
AUGUSTA CHRONICLE-HERALD	COLUMBUS LEDGER-ENQUIRER
MACON TELEGRAPH-NEWS	SAVANNAH NEWS-PRESS

No changes are imminent, according to a company spokesman. An awareness study indicates that 58% of all customers associate the ads with KFC, the highest advertising awareness profile in the company's history. Young & Rubicam is the agency behind this success story.

KFC continues to position itself in the adult market. 60% of all ad weight is targeted against women, 24 to 49. This balance explains that chain's heavy presence in daytime tv — $20.4 million was slated for net tv in 1981. KFC's media experts believe women are the primary decision makers when planning a fast food outing.

Arby's advertising is designed "to emphasize product quality," according to senior vp-marketing Larry Krueger. "It is designed to build awareness of the product."

Arby's had a lot of awareness building to do in April: It introduced a new line of Deli sandwiches. Tv, radio and promotion were used in the support program.

In new product splurges, spot tv forms the spearhead: a large Arby's market (like Louisville, Kentucky) is bombarded with 600 to 1000 points per week. This is followed by a 200 weekly grp schedule dosage. The network umbrella backs this up with a minimum of 100 to 125 grp's per week.

This plan gives smaller markets, which spend significantly less on spot, sufficient weight. In July Arby's begins a two-network flight ("there's not enough money to spend on three," says Krueger). 1982 expenditures will fall between $5 and 6 million; spot tv is earmarked for less than the 1981 outlay of $7.2 million.

Radio is used to reach teenagers, says Krueger, "who are in the lower quintile of tv viewing." Radio is also used in one of Arby's promotional campaigns. Bumper stickers are distributed in certain markets.

Arby's is a major user of the four-color insert, says Krueger. One insert program was used in a glass give-away promotion. The insert displays the glass and includes a coupon.

Hardee's, a strong force in the East, is going west. It recently purchased the 659-unit chain Burger Chef from General Foods, which has staked its turf in the Midwest.

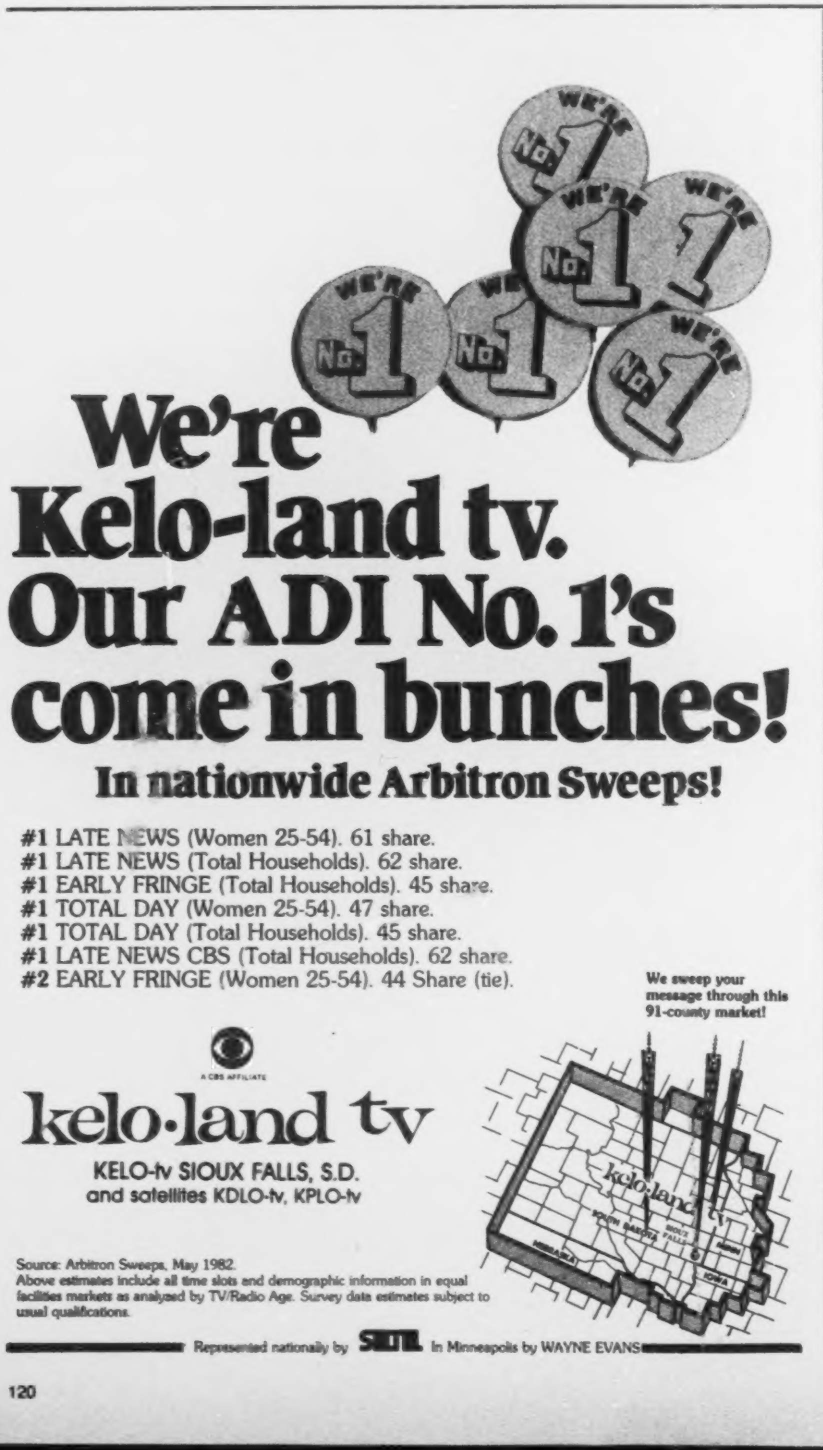
Hardee's recently began a conversion test in Terre Haute, Indiana in which the BC stores will be changed in name and menu.

The test "will be the basis for all future decisions" in the changeover, says Hardee's senior vp-finance and chief financial officer, Dan Summers. Some of the future decisions will center around menu, store decor, and advertising.

Hardee's will continue to use its three year old "Road Runner" campaign which features "real life" sketches of two characters, says director of field marketing, John Fischer.

There will be a change in the '82 media expenditures, however: Fischer say the $8.4 million spent on spot tv and $2.6 million or radio will be increased "to compensate for a little bit more than inflation."

Verne Gay



We're Kelo-land tv. Our ADI No. 1's come in bunches!

In nationwide Arbitron Sweeps!

#1 LATE NEWS (Women 25-54). 61 share.
#1 LATE NEWS (Total Households). 62 share.
#1 EARLY FRINGE (Total Households). 45 share.
#1 TOTAL DAY (Women 25-54). 47 share.
#1 TOTAL DAY (Total Households). 45 share.
#1 LATE NEWS CBS (Total Households). 62 share.
#2 EARLY FRINGE (Women 25-54). 44 Share (tie).

We sweep your message through this 91-county market!

A CBS AFFILIATE

kelo·land tv

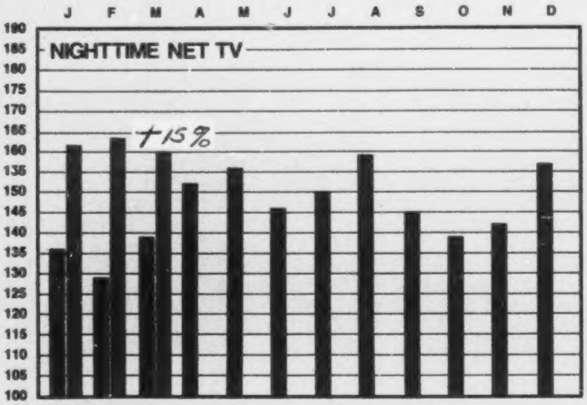
KELO-tv SIOUX FALLS, S.D.
and satellites KDLO-tv, KPLO-tv

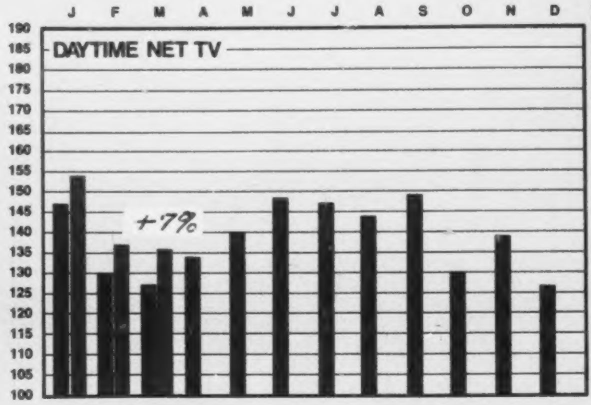
Source: Arbitron Sweeps, May 1982.
Above estimates include all time slots and demographic information in equal facilities markets as analyzed by TV/Radio Age. Survey data estimates subject to usual qualifications.

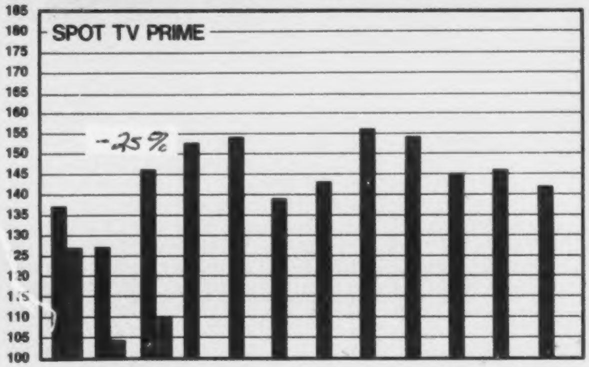
Represented nationally by SELTEL In Minneapolis by WAYNE EVANS

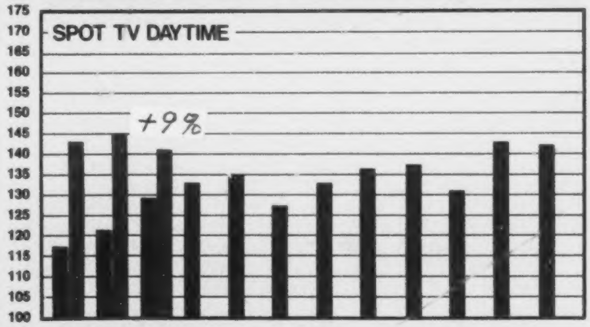
MEDIA COST INDEX

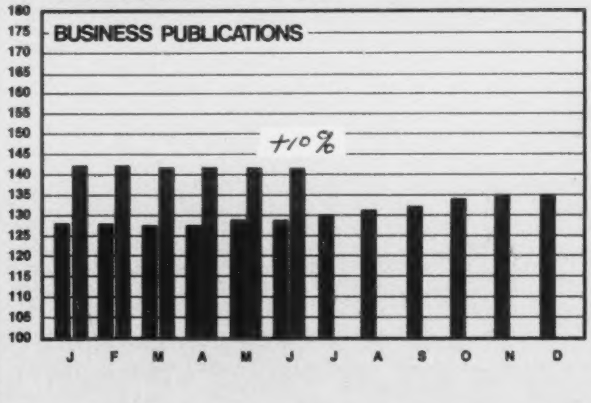
Black bars index for 1981; red bars 1982; base year 1977











The cost of a 30-second spot in network tv primetime continued its upward march, topping out in May at $79,101 on average. That is $18,000 higher than the price of a 30-second spot in January, but $4,000 lower than the high water mark of $83,491 registered in November of last year. The drop between November and January was $22,000.

Network daytime tv edged up slightly to $11,800 from $11,700. Daytime also reached its price zenith in November when it reached $13,929. However, the following month the unit price dipped to $10,330.

The jump in primetime pricing represents a 25% increase over the previous year. But 1981 showed no increase in May over 1980. Between 1979 and 1980, the cost of a 30-second spot in primetime jumped 54%.

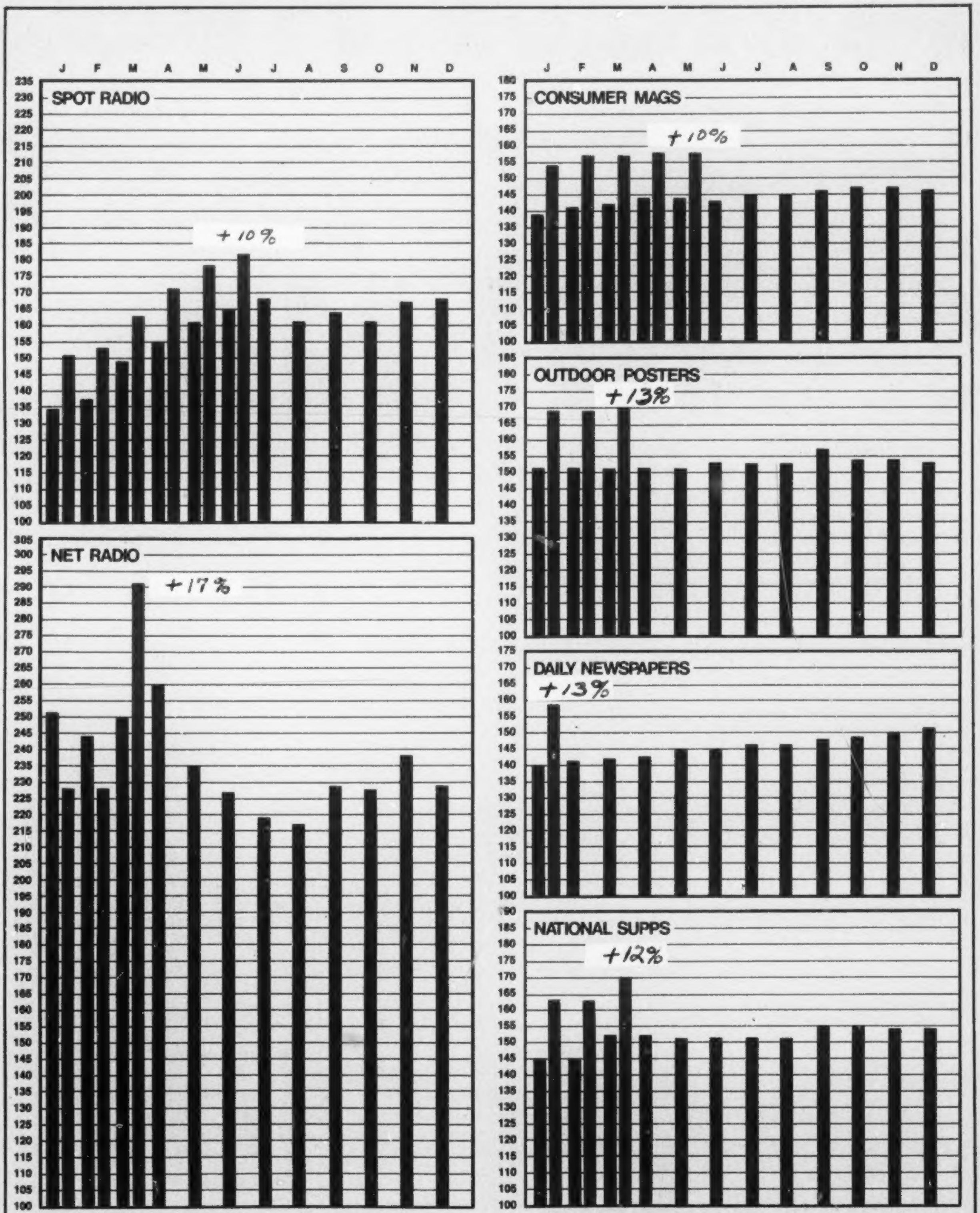
Charles Trubia of Ted Bates notes that in the second quarter the networks were asking an additional 30% in prices, and have been discouraging upfront buying. But after the initial jump in prices, Trubia said that prices have been coming down in later part of the second quarter and early third quarter.

Continued on page 144

The Media Cost Index reflects reported trends extracted from available published sources. This analysis uses standard competitive report sources to develop comparable costs that reflect monthly cost trends by medium. Where industry competitive sources are unavailable, selected cost data from SRDS are sampled. Sources: **Nighttime Network TV** — cost per average 30-second spot 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Report Network TV Service. **Daytime Network TV** — cost per average 30-second spot 10 a.m.-4:30 p.m. Monday-Friday from Broadcast Advertisers Report Network TV Service. **Network Radio** — cost per average 30-second radio announcement from Broadcast Advertisers Report Network Radio Service. Index 100 for Nighttime network tv, daytime network tv and network radio are for each month in 1977. **Spot radio** estimates are based on SRDS cost of one minute on one station per market in the top 50 RADI markets. **Consumer magazine** estimate based on reported SRDS cost of page, 4-color in 40 national consumer magazines based revenue, as reported by MPA. **National Supplements** estimates based on reported SRDS cost of page, 4-color for three national supps. **Daily Newspaper** estimates based on Newspaper Advertising Bureau report of SRDS costs per agate line of a stratified sample of 155 newspapers. **Business Publication** estimates based on reported SRDS cost of a page, 4-color for 48 magazines representing 42 business and professional classifications. **Outdoor Posters** based on estimates prepared by F.R. Cawl & Assoc. **HOW TO READ:** Media Cost Index reflects latest available cost compared to base of average year 1977. Percent change reflects annual rate of change and is based on latest available month costs compared to same month in previous year.

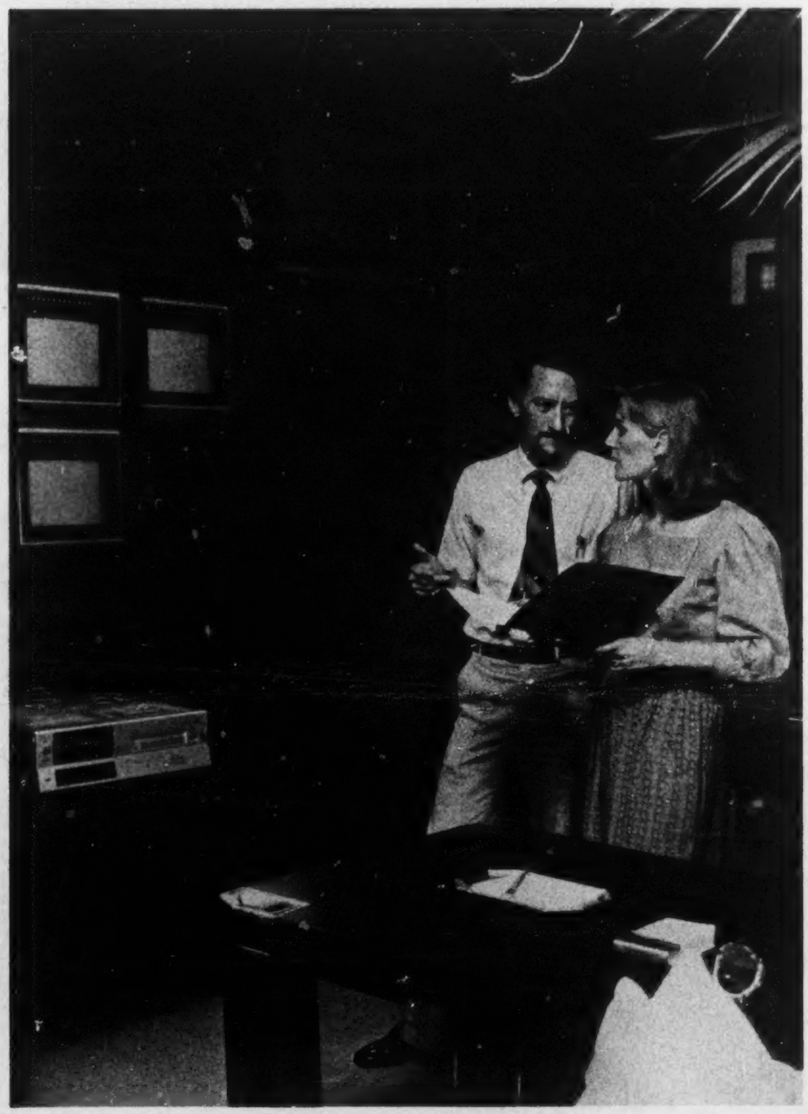
MEDIA COST INDEX (continued)

Black bars index for 1981; red bars 1982; base year 1977



Will advertisers fit in the media room?

As consumers acquire more and increasingly sophisticated video equipment, the home family room is being transformed for a new function: the media room. How will this development affect what people watch, how they watch, and when they watch? Media executives and agency experts are examining the questions, and have some suggestions about how advertisers can respond to the challenge of user-programmed video.



It's a typical evening at home for Ed and Sylvia Walsh.

With dinner finished and clean-up chores complete, they and their two children withdraw to the media room. In times past it would have been the living room, or the family room, even when it contained a television set. But now what was once the family's retreat from the concerns of life has become an electronic haven for escape, entertainment, fun and instruction.

The Walshs' media room is definitely an upscale phenomenon. It represents a substantial financial commitment to complex gadgetry. Included in the electronic array in the softly glowing room are a projection television set, a video tape recorder, video disc player, a television camera, a computer console, a game console, and a library of video tapes, discs and game cartridges. This video complex is as far advanced from the family room 17" portable tv as modern high fidelity components are from the table-top radios of the 1930's.

The Walshs are on the forefront of a consumer revolution in the acquisition and use of video equipment. Although it's 8:30 p.m. and the networks are broadcasting their sitcoms and dramas, the Walsh family is watching a Marx Brothers movie tape. When the nine year old son and 11 year old daughter tire of the movie, they have a recently acquired space game cartridge they still haven't mastered. And when they are packed off to bed, Ed wants to balance his check book with the home computer.

Sylvia heads for the kitchen, where she makes a cup of tea, taking a quick look at the 9" black and white portable tv on the sink counter. *Barney Miller* fails to catch her attention.

Like many others in the U.S., the family has taken the step that makes video equipment multi-purpose rather than just for the reception of whatever programing the broadcast stations are putting on the air. People who purchased hi-fi moved from radio into sound. People who buy the new electronic video equipment are moving from television into viewing. They have become their own programers.

The media room is not yet a mass phenomenon. Most of the video components are high-end purchases. Projection television sets cost well over $2,000. Laser video disc players cost over $600. Video tape recorders run from $600 and up.

But marketers of high-end video equipment are thinking in terms of a larger consumer market. Pioneer, of Japan, introduced two video consoles to the U.S. market in June. The more expensive of the two, at $3,000, includes a 25" high-resolution tv monitor, equipment rack, video tuner, video disc player, video tape recorder, a 50 watt-per-channel audio amplifier, a 127-channel, cable-ready video tuner with remote control, and a pair of three way speakers. The same system with a 19" color tv monitor with lower resolution is priced at $2,350.

Many shopping malls now feature high-end video shops where various arrangements of video equipment can be seen in a video room style setting. With projection tv added to the other hardware, the consumer retail price for latest and best in video hardware could run to over $6,000.

The implications of the media room are not being ignored by the telecommunications giants of U.S. industry. In a recent speech to the Computer Dealers and Leasors Association, J. Roger Moody, vp-development, CBS, acknowledged that "the television set is becoming the equivalent of a special interest magazine rack of the air. It means that the usage of television sets will go up even more, and that more sets will be sold and used for different purposes.

"And we have arising for the first time the whole concept of component television and the total home media environment."

What kind of people are likely to invest in their electronic interests and create a video room in their homes? That audience has been examined by Eleanor Holzman, executive vp and director of research services at McCann-Erickson. In her analysis of the video market, she found three psychographically defined types: the video sophisticate, the cautious shopper and the delayed prospects. Video sophisticates are the most likely candidates to invest in a video room.

"Demographically, there tend to be more men and more very high income people in this segment," she found. "Psychographically, they are very interested in new video developments; they are knowledgable about equipment and brands; they feel they can deal with complex equipment, and they have very high performance requirements.

"Although they don't necessarily spend more time watching television, it is important to them and this is reflected in a higher incidence of cable penetration. They also spend more time going to movies than the balance of the population.

"The segment likes prestigious possessions and owns more of all types of equipment, expecially audio/video equipment.

"Perhaps more important from a marketing point of view, they have very little patience with delayed gratification. In fact, they tell us that they typically buy things they want as soon as they see them."

There is also a possible market among the delayed prospect segment, she finds. "These people are interested in new video systems, particularly in video cassette recorders. Television is important to them, and they want sets with some of the more advanced features.

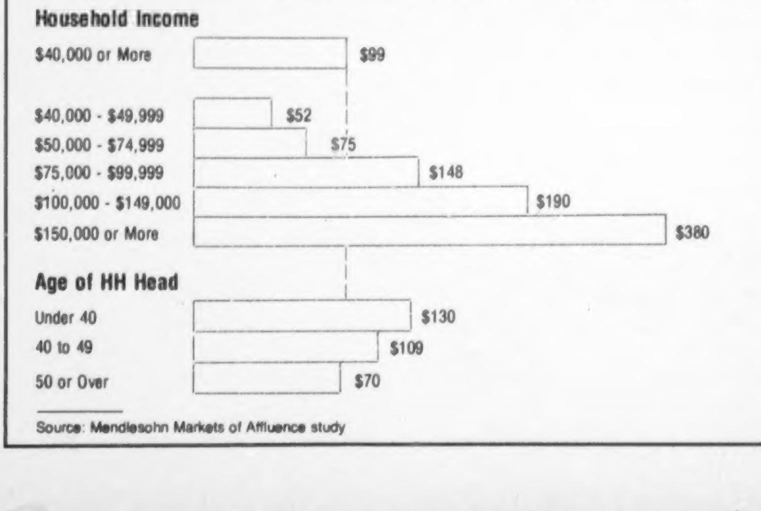
"However, they feel less comfortable than the sophisticated videophiles with complicated equipment and they aren't sure they can make good judgments without assistance from others. They tend to delay purchase in a new category until they feel the 'bugs' have been ironed out," she found.

A variety of views of the media room concept come from the advertising media community. Dave Martin, senior vp, broadcast buying at Campbell Ewald, Detroit, suggests that advertisers must become involved in subsidizing program content as video fragmentation continues. He also proposes that rent/lease arrangements for the new high-tech video equipment may be the best way to develop that market.

In the scenario Martin envisions,

Continued on page 99

Video cassette player/recorder expenditures per household in past year



Source: Mendlesohn Markets of Affluence study

MEDIA ROOM (from 59)

"for the video room, there will be more leasors than purchasers. With that development, manufacturers will find a profit source in developing programing."

The initial market for media room installations, Martin thinks, would be between 100,000 and 200,000 in the first year. The people who would lease video room equipment, Martin says, would be those who psychographic researchers call "the innovators."

That leased equipment would be replaced by more up-to-date hardware, and probably resold through audio/video stores to the less affluent people interested in creating video rooms.

But what effect will this have on the advertiser? Martin believes that the accumulation of more sophisticated video equipment moves consumers from a passive to a selective position. "People will eliminate from the television menu things they don't like. They won't even sample them. Consequently, advertisers must be much more selective in the programing they choose. Advertisers must become much more selective in finding ways to reach these people."

Martin suggests that advertisers will subsidize programing for individual household viewing by providing lower cost discs or tapes with appropriate commercials in or around the program material.

But fascinating as the hardware is to the gadget lovers, Martin believes it will become invisible. "The key here is what you can see with it," he said.

Beverly O'Malley, vp-associate media director at Dancer Fitzgerald Sample, and the agency's cable expert, takes a positive view of the probable effects of the media room on video viewing. While fragmenting audiences generally, she believes the media room will reunite the viewing behavior of the family.

"The implication is that the media room will put television back into one room, and diminish multiple set use. That would have the effect of recentralizing family viewing."

Sophisticated electronic equipment will be exciting and "perhaps more involving for a while, but we'll get used to that," she says. "The old console radio of the 1930's was no less impactful and involving. The fact is that we have become video junkies, and we take the equipment as a matter of course."

As for the many viewing options that are opening up, O'Malley says, "There's no question that the multichannel options that are becoming increasingly available to viewers are the largest challenge for us today. Increased view control over programing is certain to change viewer attitudes and tolerance. Advertisers must find new ways of getting their message across. There is more programing, but there will still be people who do their ironing during intermission.

"Viewers will become more difficult to please because of the greater number of program options. We must see just what is happening in multichannel households."

As a consequence of multi-channel viewing, O'Malley suggests that the traditional scatter plan buy may no longer do the job. On the other hand, with targeted programing, "The viewer is more involved, and that in itself is a greater advertiser opportunity."

On the other side of the multichannel viewing coin, O'Malley is surprised by the network's continuance of the six-month season and use of program blocks. "Why do they continue to run six months of reruns? I see no signs of changes at the networks to combat the seasonality edge that cable now has."

At Ted Bates, Dr. Larry Light, executive vp-client services, sees the media room fitting into what he calls, "the time shifting effect." It also appeals to the adults of the 1980's, who he types as "the sensation generation." "The owner will become an electronic god in that room," he suggests.

Greater electronic stimulation has a strong appeal to the "sensation generation," he believes. "What we seem to be looking for now is a desire for stimulation from the outside in, rather than what was true in the 1970's, which was an era of feelings from the inside out. Of course, we need both.

"We need more physical participation with the environment, and we have a similar need at home. We want the environment to touch us. A media room allows us to control the environment and not just observe it. That will be a different experience in itself."

Another key factor affecting the use of the media room, Light indicates, is time shifting, in conjunction with flexible life styles. He likens the future network role to that of the supermarket. "The neworks will become the home program pantry. Cable has enormous potential for that. People can tape and watch programing in any order they wish."

But the media room won't necessarily reunite family viewing habits. "Just because a home has one kitchen doesn't mean the whole family sits down to eat together. And they won't necessarily all sit down to watch together in a media room. The trend is toward flexibility."

Light sees the probability of media rooms becoming a reality in apartments rather than houses, which have more space. "I have much of that equipment myself, but it's spread over several rooms. Where space is limited, it makes lots of sense to have it in a media room," he says.

Alec Gerster, senior vp-director of media and programing at Grey Advertising, is more concerned about what room the equipment is in and in what combinations. "If all people are doing with their vtr's is time-shift viewing, that's fine. But if they're into the fast forward mode on commercials or editing them out of tapes, then I'm concerned.

"On the other hand, if people are using them to make and play back home movies, then also, I'm not concerned. I'm more worried about the use of individual machines than about the media room, per se," Gerster explains.

Another point that Gerster ponders is the price of tv cameras. He suggest that if the price comes down, and quarter-inch video tape becomes available in vtr formats, home movie making via the video tape recorder could expand. "People will start taping things. They won't have to wait for film to be processed before seeing what they got. The results are immediate and quite striking. There are a lot of other possible uses for a vtr than watching television," he points out.

On the other hand, Gerster sees limited potential for video disc. "I'm pessimistic about the disc player. I don't think there are enough people who are just interested in playing back pre-recorded material."

Arnie Semsky, senior vp-director of media and network programing services at BBDO, believes the media room is a most likely development. "The media room will become part of the American scene," he says, "eventually replacing the living room and family room in most homes."

But in addition to the media room central, he envisions smaller video groupings in other areas of the home, most likely the bedroom and kitchen. "There will be the centralized and satellite versions in most homes," he believes.

Semsky also expects the media room to be built into many new homes, just as the microwave oven and dishwasher are now built right into kitchens. "Of course we're talking about a way down the road, but people are going for more functional houses."

The video room will give advertisers the chance once again to reach the family all at once. "But it's going to be hard for the advertiser to stay on top," he says, with the multiple uses for video that have emerged.

"It's up to us to map new strategies in media, to mix media and do a good job in each medium." To a large extent, Semsky believes the success or failure of advertising will be tied to program content. "It will be a function of programing. People don't care how they get their programing. They just care about what it is," he said.

Bill Donnelly, senior vp and director of resource management at Young & Rubicam, sees the media room sounding the death knell for what he calls "least objectionable programing." But he doesn't think the primary issue is the media room itself, but rather the options it provides.

Donnelly says that even middle class people will have one of two options with video equipment; they will have random access information systems utilizing teletex and other accessing technology, or a fickel access entertainment system, if not both. "That's the issue," he insists.

"The viewer will have either 50 video discs or a number of cable channels or video tapes. You will be able to learn what you want when you want, or be entertained as you want.

"This will raise hell for advertisers and marketers. As I see it, you have two alternative scenarios. This will all happen in the next 10 years, — and it will go too fast for us to be able to absorb — or it will happen in 15, which would give us just enough time to absorb it."

But the video room doesn't necessarily mean the demise of the networks. He notes that some network programs do better in a cable households than non-cable households, and some do worse. But, he warns, "If the networks continue to do business as usual, they will get clobbered."

In households with video tape recorders, Donnelly notes from research, that only 20% of viewing time is devoted to pre-recorded material. Of the other 80% of vtr time, primary use is for taping movies, and the second most popular use is taping network programing. "Clearly, America loves the product," he says of network programing. Those who believe that the country is disenchanted with television programing, are misreading America."

"The networks have demonstrated their ability to respond to the desires of the audience," Donnelly adds, noting how programing has changed over the years to reflect public tastes and desires. Cable households tend to treat the networks as cable channels, with higher selectivity, but he declares that the end is at hand for "least offensive programing."

In response to the eroding network share created by alternative viewing choices, Donnelly advises, "We, as advertising planners, can deal with the erosion of a few share points. But how do we get the consumer's attention for programing in a consistent manner? How do we deal with the explosion of choices that cross a media planner's desk? What kind of choices must be made?"

Fred Gardner

NEW YORK'S SUBURBAN SPENDERS

...live in Fairfield County, Connecticut: highest EBI per HH in the N.Y. ADI

86% work here and spend it here. (Only 4% commute to NYC). With spending power 47% greater than the average New York metro area household and $10,000 over the U.S. average ($34,289 per HH), they can afford to spend more on shopping, dining, driving, entertaining. Naturally, they buy more products per household. And the Fairfield County Dailies focus on 81% of Fairfield County adults who read the Bridgeport Post-Telegram, the Norwalk Hour, Greenwich Time and Stamford Advocate. FCD newspapers reach 320,000 adults that spend more because they have more. It's all documented in the '80 Census. Ask Landon's Roger Power for details. Call (212) 867-1112.

FAIRFIELD COUNTY DAILIES
FCD
SUBURBAN READERS THAT SPEND

MARKETING & MEDIA
Decisions

SEPTEMBER 1982 • $3.00

1 C2950-3 9/7/82

Enjoy Coca-Cola
Introducing diet Coke
Trade-mark ®

How Davey Tree applies PRIZM page 72

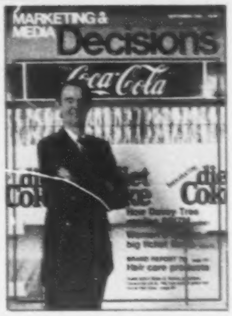
Women's market — big ticket items page 76

BRAND REPORT 79 page 181
Hair care products

Guest Editor Brian G. Dyson, president, Coca-Cola U.S.A., the man behind giant roll-out of diet Coke page 59

COIM 0041189 N S BR
JOSEPH MCNALLY
CONGRESSIONAL INF SVC DIR
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

BEST AVAILABLE COPY



CONTENTS

SEPTEMBER 1982, VOL. 17, NO. 9

Guest Editor Brian Dyson,
president, Coca Cola, USA.

Features

59 Coke's low-cal clone
Besides being Coca Cola's first brand extension, diet Coke will also be the company's most important beverage marketing effort, says Guest Editor Brian Dyson.

62 The post-buy pro

64 Sweet anticipation
To fight slumping candy consumption, some candy makers are beefing-up their chocolate bars and fine-tuning their marketing efforts.

66 Do liquor and radio mix?
No longer impeded by NAB codes, some liquor producers are taking a serious look at radio.

68 Battle of the blips
Coleco Industries — of swimming pool fame — is spearheading programable video games' most ambitious media program to date.

72 A tree man's marketing toy
Davey Tree's Henry Schmid is finding unique uses for PRIZM.

74 Kerosene evangelist
Kero-Sun, the country's largest producer of portable kerosene heaters, is doubling its media outlays

76 The missed opportunity
Marketers' perception of the women's market for big ticket items.

132 The market's up in smoke
Although smoke detectors represent 94% of the $110 million home safety industry, marketers are finding new avenues of growth with other fire-related gadgets.

156 A new bag for Sears
The nation's largest retailer is testing some new elements.

171 Special Report: Business to business advertising

181 Brand report 79: Hair care

Focus on . . .

Jonathan Feller, TV Post Analysis Co.
(page 62)

Michael Katz, Coleco Industries
(page 68)

Henry Schmid, Davey Tree
(page 72)

Departments

6 Focus on Marketing
10 Campaigns
17 Print Beat
18 Broadcast Beat
20 Newsmakers
30 Update
36 D.C.
40 Cablescan
46 New in Media
50 Assignments
51 Homework
54 Futures
194 Quotes
198 Cost Trends
210 Mailbag
212 Guest Editor's Page

80 As We See It

As They See It

82 Mediology
by Dawn Sibley
85 Agri-media
by Alan Reiss
90 Newspapers
by Roger Bumstead
94 Magazines
by Joel Fisher
96 Research
by Gerald Linda
98 Television
by Madeline Nagel
101 Business Magazines
by Karalee Arrigo
108 Marketing
by Alan Gerster
109 Out-of-home
by Pete Riordan
112 Radio
by Sheldon Taule
192 Cable
by Beverly O'Malley

MARKETING & MEDIA DECISIONS (ISSN0195-4296) SEPTEMBER, 1982, Vol. 17, No. 10 Copyright © 1982. Decisions Publications Inc. Published 14 times. Executive, editorial, circulation and advertising offices at 342 Madison Ave., New York, N.Y. 10017 (212) 953-1888. **Available** without charge to those personally involved in media decisions at major agencies and advertiser companies. For others, subscription prices are: U.S.A. $40 for 14 issues. Canada $50. Overseas $52 (surface mail). Airmail — add $52. Single copy $3.00. All overseas copies are paid. Second-class alternative B postage paid at Burlington, Vt. **Postmaster:** Send form 3579 to Marketing & Media Decisions, 342 Madison Ave., New York, N.Y. 10017

FUTURES

Consumer electronics to show new expansion

More disposable income and a continued growing interest in home computers will be the big factors in the U.S. economy in the next five years, according to a survey of the 43,000 members of the American Marketing Association.

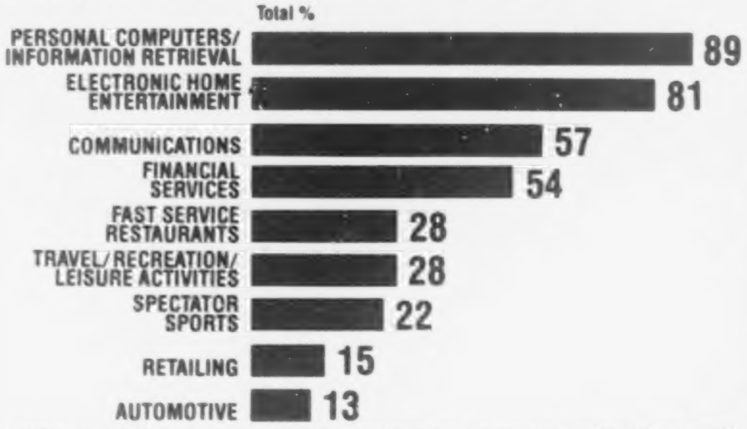
Joseph H. Rabin, immediate past president of the AMA, who oversaw the survey, said, "Two trends that cut across the various categories we explored are very apparent and should be monitored closely by U.S. business in the coming years. One has to do with the increasing importance of products and services which can be used in the home.

"We asked our members to predict which of nine consumer industries would register increased real dollar sales in the next 12 months. The top four — personal computers, electronic home equipment, communications and financial service — are all mostly home oriented. The bottom three, on the other hand, automotive, retailing and spectator sports, are out-of-home oriented. Clearly, there is a trend here worth watching.

"The other trend has to do with newness and innovation. Of those four top-rated consumer categories, all are new or greatly changed from what they traditionally had been while the bottom three can be considered traditional industries."

The survey was undertaken, Rabin said, "both to add to consumer understanding of business trends directly affecting them and to add an important voice to the discussions within the business community about the important issues that they are now being called upon to face. Responding correctly to them spells the difference between success and failure."

GROWTH OF CONSUMER INDUSTRIES



"Which of these consumer product or service industries will exhibit real dollar sales growth over the next 12 months?"

(c) 1982 American Marketing Association

Sony enters the videotex field

Sony voted for the future of videotex and teletex when it announced a series of products aimed entirely at the teletext user. According to Kenji Tamiya, president of Sony Corporation of America, "Sony recognizes the significance of the rapidly growing videotex/teletext industry and its potential impact on information delivery.

"We know that Sony's Trinitron technology meets the important requirement for accurate display of computer generated videotex/teletext characters and graphics. Sony has considerable experience in this field through our involvement with viewdata and teletext in the United Kingdom since 1979. Therefore, we are confident that we can supply appropriate and attractive equipment for this field in the U.S. market."

Sony's teletext equipment includes an eight inch fine pitch monitor, a 12" fine pitch monitor, and 19" and 25" monitors from the Profeel line. All four models are equipped with analog and digital RGB inputs in order to accomodate the versatile demands for signal display. Sony is also showing two black and white hard copy printers and technical sample of a color printer.

Consumers want more product information

Apparently advertising isn't giving consumers enough product information, a study commissioned by the General Electric Company, has disclosed. Ninety four percent of those surveyed want more information about the products they buy. While 83% of the public recognizes an increase in the quality of information, 70% of them find it too confusing. Sixty percent also feel that manufacturers supply a lot of useless information. As a result of these finding, GE decided to inaugurate the GE Answer Center, an 800 number consumer information service.

Paul Van Orden, executive vice president and head of GE's consumer products business says: "Our objective in developing these new service pro-

Chocolate marketers fatten sales with bigger bars

A chocolatier's tribute to almond lovers everywhere.
Whole toasted almonds crowded into thick milk chocolate.
HERSHEY'S
GOLDEN ALMOND
Milk Chocolate with Fresh Toasted Whole Almonds
NET WT.

As per capita candy consumption continues to decline, candy makers attempt to fatten sales with bigger bars. Longtime non-advertiser Hershey increased 1981 ad budget by 56% while number one candy bar maker M&M/Mars decreased ad totals by 16%.

When M&M/Mars increased the weight of its best selling candy bars — but not the price — most of the company's competitors thought it was making a terrible mistake.

Per capita candy consumption was at an all time low and the inflation rate was spiralling. To give away a free lunch seemed like a quick route to disaster.

Instead of following the weight standard set by Mars in late 1980, candy competitors stood by and waited — counting the days until Mars increased its prices.

But Mars didn't increase its prices, at least not for a while. In the meantime, the company increased its sales by 50% and changed traditional weight and pricing standards once thought to be carved in stone.

According to one industry source, the price of a candy bar was once a very sensitive issue. A nickel increase sparked a rash of editorials and news reports in nearly every major market.

To justify price increases, candy manufacturers did some tricky maneuvering with the weight of their bars.

According to Louis J. Lassus, editor of *Candy Marketer Quarterly*, the price/weight — decrease/increase game used to be common practice. Before raising prices, candy makers would gradually decrease the weights of their bars, only to increase them and jack up the prices at the same time.

Mars's new strategy nearly caused a revolution in the candy bar industry.

To spread the word to consumers about its expanded bars, Mars placed full page newspaper ads in every major market in the country: $2.5 million in 1980 and $194,186 in 1981. The company also had significant expenditures (according to Leading National Advertisers) in network tv in 1980 ($27.9 million) and 1981 ($23.6 million). Spot tv amounted to $22.3 million in 1980 and $18.8 million in 1981. The company also benefited from a good deal of favorable editorial coverage.

Convinced they were getting a better buy for their money, consumers started

◀ **Classy magazine ads** for Golden Almond ads like this are targeted at upscale consumers.

buying more Mars bars than ever before.

And when the number one candy bar maker finally did raise its prices, in September '81, hardly anyone noticed.

Why the price of a candy bar isn't as sensitive an issue today as it was ten year ago is due to the present state of the U.S. economy, notes one industry observer. The reasoning goes like this: with the rate of inflation constantly increasing, people are getting used to day-to-day price hikes. In fact, paying more today than yesterday is almost a matter of habit.

While Mars's sales were sky rocketing, most of the company's doubtful competitors were still refusing to position themselves in the weight and price increase race.

Says Lassus, "It took a major move on the part of the retailers to finally convince other candy makers to follow Mars." He explains, "When Mars was the only company to raise its prices this left retailers with a two-tiered pricing system. Most of the candy bars were 25 cents, while Mars was 30 cents."

To make life less complicated, instead of charging a nickel more for Mars bars, retailers took the liberty of charging a nickel more for all their candy bars. And they made out like bandits by pocketing the 5 cents profit made on the lower priced, lighter bars.

When manufacturers finally got wise to this tactic, they followed Mars by raising their candy bar weights and prices.

The only company that took a while longer to make the price/weight move was Hershey Foods. According to one source, although the number two candy bar maker may have been losing money on its standard-sized bars by not going along with the rest of the candy industry, Hershey's large-sized chocolate bar, Big Block, was doing so well that it hardly mattered.

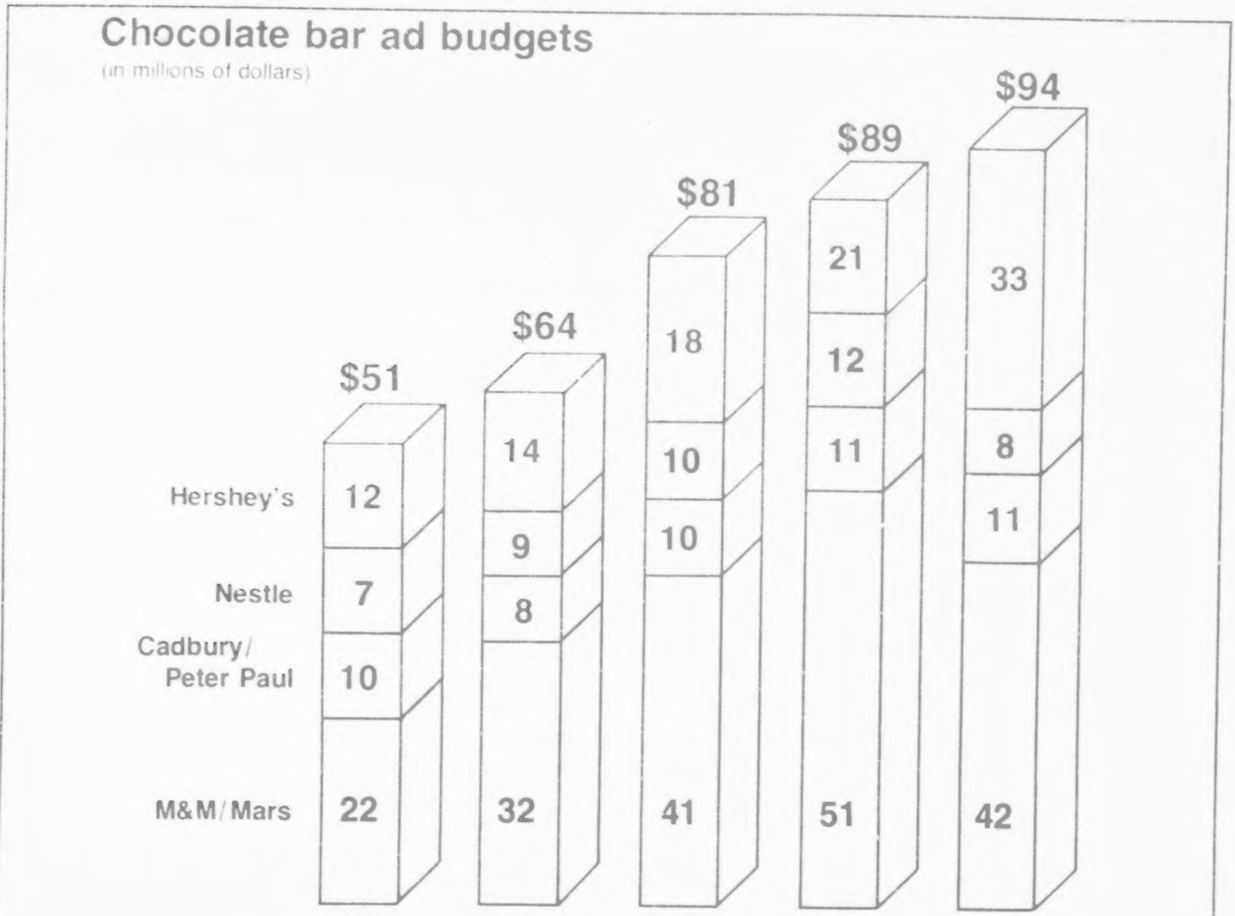
According to a spokesperson at Hershey, the Big Block was introduced in January of 1980, nearly a year before Mars increased the size of its bars. However, the marketing strategy for this product was somewhat different.

Weighing 2.0 oz., the long, slender, thick chocolate bar was initially priced at 50 cents while most 1.05 oz. bars sold for 25 cents.

The Big Block was derived from another thick chocolate bar by Hershey called Golden Almond.

Similar in size to the Big Block, Golden Almond is wrapped in gold foil, contains whole almonds and sells

Continued on page 114



Sources: LNA/BAR, Media Records, RER

CHOCOLATE FATTENING

(from 65)

Chocolate bar eight-media totals

	1981	1980	1979	1978	1977
Hershey's	$32,998,000	$21,197,000	$18,468,000	$14,077,000	$11,811,000
M&M/MARS	42,419,000	50,752,000	41,275,000	32,371,000	22,414,000
Cadbury Peter Paul	11,206,000	11,843,000	10,029,000	8,426,000	9,460,000
Nestle	8,078,000	5,276,000	10,858,000	8,752,000	7,090,000
Total	$94,701,000	$89,068,000	$80,630,000	$63,626,000	$50,775,000

Sources: LNA/BAR; Media Records; RER

for $1.25. When Golden Almond was first brought out in September, 1977, retailers didn't think it would sell. But it did.

Although Hershey remains fairly tight-lipped about its marketing strategy, one industry spokesperson thinks the Big Block resulted from this type of reasoning: If people are willing to pay $1.25 for a fancy looking, thick chocolate bar with whole almonds, why not 50 cents for a thick chocolate bar that comes in all the standard bar lines.

Enter the Big Block. Says Susan Graham, manager of public information for Hershey, "There's a segment of the market that prefers thick chocolate. Some people think it has a different taste than thinner chocolate." They also feel they're getting more value for their money with a thick chocolate bar.

The target audience for the Big Block is adults, mainly because it's more expensive than standard-sized bars. However the Big Block is also popular with teenagers.

To reach both groups, the Big Block is advertised on network tv during primetime. Print support includes ads in trade publications such as *Convenience Store News, Convenience Store Merchandiser, United States Tobacco Journal* and *National Candy Wholesaler*.

Golden Almond Bars, geared to a more upscale audience, are advertised in publications such as *Time, Newsweek*, and *National Geographic*.

According to *Media Records*, Hershey spent $1.2 million in 1981 in newspapers compared with $264,316 in 1980. Expenditures in network tv were $25.2 million in 1981 and $16.2 in 1980. Spot tv totaled $4.3 million in 1981 and $4.7 million in 1980. The company's eight media advertising total in 1981, $33 million, reflects a 56% increase our 1980. (Figures compiled by Leading National Advertisers.)

Other manufacturers, well aware of Hershey's success with its thicker chocolate bars, are developing their own versions of the Big Block.

Cadbury Thick, a 1.85 oz. thick chocolate bar was introduced in February of this year.

Notes Patrick Knisley, account executive at Young and Rubicam, the Cadbury Thick bar has greatly expanded Cadbury's target audience.

"Before its introduction," he explains, "the only bar Cadbury produced was the large family size." The reason Cadbury never came out with a standard-size thin bar is due to an in-

1980 and 1981 chocolate bar ad budgets

	8-media tot	Magazines	Newspapers & Supps	Net tv	Spot tv	Net radio	Spot radio
Hershey							
1981	$32,998,000	$536,000	$1,233,000	$25,241,000	$ 4,320,000	$ 680,000	$664,000
1980	21,197,000	—	264,000	16,170,000	4,721,000	—	773,000
M&M/Mars							
1981	42,419,000	11,000	194,000	23,577,000	18,831,000	—	96,000
1980	50,752,000	154,000	2,528,000	27,902,000	22,258,000	207,000	514,000
Cadbury Peter Paul							
1981	11,206,000	—	273,000	6,739,000	4,466,000	—	42,000
1980	11,843,000	99,000	69,000	7,130,000	4,613,000	—	17,000
Nestle							
1981	8,078,000	—	422,000	3,822,000	2,238,000	2,019,000	433,000
1980	5,276,000	—	307,000	2,654,000	2,216,000	407,000	171,000

Sources: LNA/BAR; Media Records; RER.

ternational marketing standard the British company, Cadbury Schweppes, refuses to change.

The marketing standard restricts the consistency of Cadbury's chocolate to a certain thickness. The company firmly believes that one of the secrets behind Cadbury's good taste is related to the thickness of the chocolate.

Cadbury Thick is advertised on network tv during primetime, daytime and early fringe. To reach supermarket buyers, primarily women, Cadbury also advertises in magazines such as *Good Housekeeping*, *Ladies' Home Journal*, *Redbook* and others.

According to Knisley, family size Cadbury bars have been traditionally sold in supermarkets. The target audience for Cadbury Thick is more expansive and includes adults as well as teenagers, so the company is looking to distribute it in mass merchandising drug store chains as well as mom and pop stores. Most likely, media plans will extend beyond supermarket buyers if Cadbury is able to distribute successfully to other outlets.

> **"To circumvent the health issue, some advertisers are playing up the better value of larger bars."**

In addition to Cadbury, The Nestle Company will be coming out with a thick chocolate bar later on this year.

One of the reasons candy manufacturers can afford to be so generous with their chocolate, observes Arthur Stevenson, commodity analyst for Shearson/American Express, is due to a current worldwide cocoa glut. Cocoa prices have not been as low as they are today in years.

The key question in most industry watchers' minds is: Will increased candy bar sizes equal increased sales?

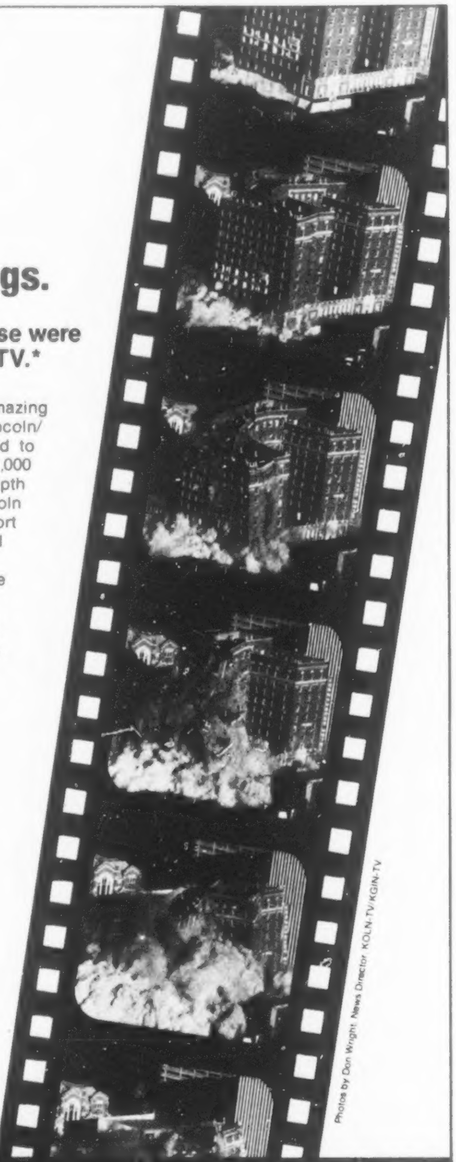
Although the jury is still out, Stevenson's view is not exactly optimistic. He says, "People in the U.S. and elsewhere are more health and diet conscious than ever before. As a result, they're eating less confectionary products. And I think this trend will continue."

The U.S. Department of Commerce's figures on per capita consumption of confectionary products further support Stevenson's gloomy predictions for the candy industry. While per capita consumption of confectionary products was 19.9 lbs. in 1970, it has been slowly declining. In 1981, preliminary data on confection consumption reveals a drop to 16.5 lbs per capita.

To circumvent the health issue, some advertisers are playing up the better value of their larger bars. Others are calling attention to more nutritious ingredients — deflecting attention from chocolate and sugar.

Will the trend toward staying fit and eating healthy foods continue to gnaw away at confectionary sales? The people at Hershey don't think so. Says one spokesperson, "We feel that people are recognizing the need for at least one sweet a day; if they stick to a healthy, well balanced diet, there's no reason why they can't afford it."

Madeleine Dreyfack



Photos by Don Wright, News Director KOLN-TV/KGIN-TV

The event was phenomenal. So were the ratings.

84% of all the TV sets in use were tuned to KOLN-TV/KGIN-TV.*

On the morning of February 21, an amazing 84% of all the TV sets in use in the Lincoln/Hastings/Kearney market were tuned to KOLN-TV/KGIN-TV. More than 171,000 people chose the station for its in-depth coverage of the implosion of the Lincoln landmark in a special live news report entitled, "The Cornhusker Hotel—End of an Era."*

Adults in this $2.4 billion market have come to depend on KOLN-TV/KGIN-TV for its professionalism in reporting special events as well as the everyday news that affects them. In fact, KOLN-TV/KGIN-TV ranks second in the nation among the top five CBS affiliates in Late News Share of ADI homes. And its sign-on to sign-off share is more than that of its two closest competitors combined.**

For all the news about KOLN-TV/KGIN-TV, call your Avery-Knodel representative today.

* Arbitron, February 1982
**TV/Radio Age and Arbitron, May 1981

AM – TV – FM
A Felzer Station

KOLN-TV/KGIN-TV
Channel 10 A CBS Affiliate Channel 11
LINCOLN, NEBRASKA 1500 FT. TOWER / GRAND ISLAND, NEBRASKA 1069 FT. TOWER
Avery-Knodel Television National Representatives

Home heating's kerosene evangelist

William Litwin heads Kero-Sun, the largest distributor of portable kerosene heaters in the U.S. As the booming industry gets more competitive, Litwin is doubling his ad budget to $11 million and planning diversification, while competitors scramble for share and sales.

We are evangelists," says William S. Litwin, founder and president of Kero-Sun, the largest marketer of portable kerosene heaters in the U.S. "There are different mind-sets in the industry," he adds, "different marketing techniques. The other companies think of the heaters as just another metal commodity, as an appliance. We think of ourselves as the new wave of energy conservationists, with a commitment to our product."

Portable kerosene heaters are the newest by-product of America's search for alternate sources of home heat. Traditionally, that market has been dominated by electricity, with a 70% share, and only 30% for all other sources, which include coal, wood and kerosene.

Now, says Frank Watkins, associate editor of the *National Energy Journal* and a close watcher of the home energy industry, the portable kerosene heaters are booming. These heaters alone accounted for a 50% share of all portable heat sources, he adds, a share that is likely to increase to 70% in the next year.

Kero-Sun has been the market leader since the industry took off. Recently, however, the Kent, Connecticut-based company has been losing market share. The company, which controlled over 50% before 1981, and 48% in 1981, slipped to a 30% share in 1982. Industry experts say that the market for the portable kerosene units will continue to become more competitive; they forecast another slip for Kero-Sun in the coming year, to 28%, and increases in share for several other major distributors.

Kero-Sun has always been the leader in advertising, spending up to 10 times as much as its nearest competitors.

Responding to the increased competition, Kero-Sun's ad budget in 1982 will be nearly double last year's estimated $7 million.

"Middle America is our prime market," claims Litwin. "Our best customer is someone who gets emotionally involved with heat."

Litwin speaks with the confidence and the unusual exuberance of a soapbox preacher. An airline pilot for Pan Am when he founded his company, he had virtually no business experience, but a great interest in energy conservation. He convinced Toyotomi Kogyo, the Japanese manufacturer, to let him represent them exclusively in the U.S. Now, six years later, Litwin owns a 300-acre farm, drives a Mercedes SEL, and flies a Lear jet; Kero-Sun distributes heaters throughout the U.S., and Canada, and is venturing into the U.K.

"Our target audience," he continues, "is low to middle income, a suburban homeowner, who's married, has two kids, and is between 25 and 45."

Last year the company concentrated on network tv (estimated at $2,911,100 by LNA), national magazines (an estimated $1,860,500), and newspapers (an estimated $1,280,900). The 1982-83 budget, Litwin adds, will be about $11 million.

"Next year," he continues, "our commitment is going to be extensive. We will concentrate on primetime tv. As we did last year, we will advertise on *Monday Night Football* and the *Today* show, and we are also doing other primetime shows that we haven't decided on yet." The company will also go into several national magazines: *House Beautiful, Better Homes & Gardens, Newsweek, Time, Money,* and *Sports Illustrated.*

Kero-Sun's marketing and advertising has focused on promoting the safety and efficiency of kerosene-fueled heat. Most of the heaters currently on the market, including those Kero-Sun distributes, have passed the Underwriters Laboratories safety standard, as well as other similar independently-administered tests.

The industry refers to these heaters as 'new generation,' to differentiate them from the older models popular in the 1950s. Because the older heaters were held responsible for many domestic fires, says Watkins, the new safety standards are more stringent, and the new models equipped with automatic shut-off devices and other safety features.

But the public bias persists.

When he founded the company in 1976, Litwin says that he was obliged to allocate a significant portion of his advertising budget toward stressing the safety of the heaters. He has spent much energy working with the National Kerosene Heaters Association, the trade association to which Kero-Sun does not belong, trying to change legislation in states which ban the use of the heaters.

"So far, we have been successful in changing the law in Connecticut, Rhode Island, Maryland, Ohio, and New Hampshire — our latest victory. We are continuing safety promotion in Massachusetts and California," he says. Naturally, he adds, the company expects to see a significant increase in [illegible] if the law is changed in Massachusetts, especially under the influence of New Hampshire's new laws.

Litwin says he no longer feels obliged to place as much emphasis on advertising the safety of the units, and has shifted emphasis to energy efficiency. "The newer units are 99% efficient," says John Kennedy, director of sales for Kero-Sun, "compared with the 50% to 65% efficiency of a coal or wood burning stove."

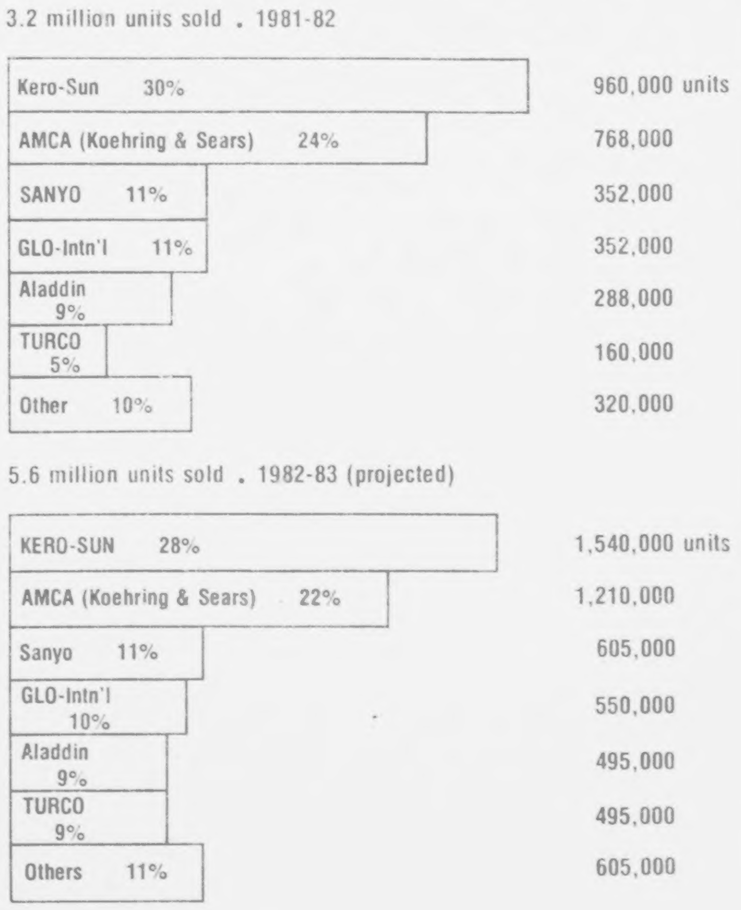
In addition, the advertising emphasizes the economic aspects of heater use. Depending on the size of the house or home, and its efficiency or insulation, these portable, low-cost units can be used not only as space heaters — for which they are designed — but to cut oil heating costs as well.

Competitors point to Kero-Sun's tremendous advertising push as the cause of the company's success to date, and some have increased their own ad budgets in response to Kero-Sun.

"I think that name identification is virtually non-existant," says Bernard McHardy, manager of product services for Aladdin Industries, one of the top

Continued on page 150

Market share estimates:
Major distributors of portable kerosene heaters



Courtesy of the National Kerosene Heaters Association

HOME HEATING

(from 75)

five kerosene heater distributors in the U.S. But consumers have reacted to Kero-Sun's blitz. "We are planning to increase our own ad budget," he continues, "and, I believe, Kero-Sun will face increasing share erosion in the coming years."

A spokesman for GLO-International, the rapidly-growing three year old distributor, said that the budget for 1982 was 250% over that for 1981, but claimed that the increase was in response to sales. Like Kero-Sun, GLO-International plans to advertise on all three networks, as well as in *Newsweek, Field & Stream, Popular Science, Sports Illustrated* and *Home* magazines. An extensive trade campaign is planned as well. "We see a rapid expansion in the next year," he explained.

"We are not worried about losing market share," Litwin answers. "That is not an issue. I think that market share is falling in line with sales figures. You have to realize that as of yet, there is very little penetration."

Kennedy also emphasizes the extensive distribution network of dealers and distributors, which he claims is unique to Kero-Sun: "We have a unique channel of distribution for energy efficient home comfort, with 65 distributors in the U.S., Canada, and U.K., and 15,000 dealers — 12,000 in the U.S. alone."

Retail distribution of the company's products encompasses major appliance stores, garden supply centers, power equipment stores, hardware and home centers.

Although the market for kerosene heaters is slowly becoming a national one, the northeast is still the most important area, he adds.

The more closely targeted, segmented advertising is handled by the regional distributors, who direct their advertising toward their specific markets. Litwin stresses the co-operation between Kero-Sun and the dealers and distributors, that extends not only into the advertising plans, but into the newer areas of diversification that Kero-Sun is just beginning to market.

> “**The kerosene market is slowly becoming national, but the Northeast is still the most important.**”

The latest innovation is the Monitor line, which was introduced in the past year and will be a focus of this year's advertising. The Monitor is a large, non-portable unit, priced about four times higher than the portables.

Its efficiency rating is 92% — slightly lower than the lighter units. With an automatic timer and a thermostat, the unit is being marketed as a replacement for central heating units.

"The problem with these larger models," says Watkins, "is that they eliminate all the advantages that are the major selling points of the portable units. People are looking for a cheap, quick fix. Not only are these units too expensive but kerosene is really not a feasible alternative to central gas heating."

> “**Competitors point to Kero-Sun's tremendous advertising push as the cause of the company's success.**”

Roger Mitchell, president of the National Kerosene Heater Association, agrees. "The high cost of the Monitor, plus the installation cost and the aggravation, takes one of the major advantages out of the product. The unit isn't portable either, which was also a selling point. I don't think these larger units put out enough heat to replace central heating." Mitchell sees the interest in kerosene units as a product shift from wood stoves, and adds that cutting down the cost of central heating is the major incentive to buy a portable kerosene unit.

"The only place I think that the Monitor has a chance of succeeding is in the Southwest, Florida, Southern California, where central heating isn't really used. There, you might find a sort of replacement of central heating with zone heating."

Litwin, on the other hand, emphasizes the compatibility of the portable units with the Monitor. Kennedy agrees, citing the Monitor as both "a logical progression" of the energy efficient ideal on which Kero-Sun was founded, and as "a new business."

> “**Some feel the interest in kerosene heaters will go the way of the wood burning stove.**”

"The Monitor is just the first of the more highly sophisticated units we will be marketing in the future," continues Litwin. "We have always had a significant R&D budget — one of the largest in the industry. Not only do we work closely with the manufacturer in Japan, but we have our own engineering facility here in Connecticut. This is a continuing effort on our part. We are also working toward developing a new line of more sophisticated portable heaters."

But Watkins and other industry experts feel that the market will peak in the next two years, as replacement costs for unit parts decrease the convenience of the units, and as the price of kerosene rises. The kerosene heater, says Watkins, is likely to go the way of the wood-burning stove. Once the interest in the new source of energy pales, the units will disappear into the closet.

Not so, says Litwin. "There is no such thing as a peak in this industry," he claims. As soon as an apparent peak is reached, he continues, Kero-Sun will have come up with replacements or supplements for the existing units.

One of the projects Kero-Sun is developing is an energy efficiency store. The effort, spearheaded by Litwin, will use the existing distribution network for the stores, tentatively called Energy America.

"Energy America is right now in a planning stage. We are testing stores in Connecticut this winter. The plan is for them to sell every dimension of energy units, from air treatment units, to generators and furnaces.

"We're going to be looking for the unique products that really work. Eventually, the stores will be a franchised, national chain. I can see us moving out of kerosene heaters altogether, and into Energy America."

Laura Jereski

Get 59% EXTRA Readers in the Jacksonville Market

EXTRA readers!

That's what you get when you advertise in The Neighbor EXTRA.

Used in combination with The Florida Times-Union, this special, new community weekly gives you a whopping 89% unduplicated penetration in *Jacksonville.*

The Neighbor EXTRA satisfies all of your advertising needs: tested product, blanket coverage, high readership, cost effectiveness, and timely delivery.

the Neighbor EXTRA

The Florida Times-Union

Represented nationally by Branham Newspaper Sales.

LOOK BEYOND LOS ANGELES AND ORANGE COUNTIES.

Look to us and the rapidly growing 25th major market area - Riverside, San Bernardino, Ontario.

And look to us for the results you need in Southern California's fastest growing county.

Call today. We'll tell you more about how our daily audience of more than one-quarter million will fit into your marketing plans.

Press-Enterprise
3512 Fourteenth St., Riverside, California 92501
Ray Hammond, Jr.
National Advertising Manager
714/684-1200
Nationally represented by Sawyer Ferguson Walker

AS THEY SEE IT

MEDIOLOGY
by DAWN SIBLEY
media director,
MCA, New York.

Cable's impact on test markets

Remember the time when it was relatively easy to find a television market, or group of markets, in which to test a brand's alternative media or creative strategies? All one had to do was check the DMA or ADI for household size, product distribution, demographic and geographic suitability, media consumption patterns and broadcast spill-in/spill-out factors. The list of markets that met the criteria was generally long enough to provide a good selection.

Well, it is no longer that simple. In fact, it is now difficult to find a controllable test market. The problem is that the high level of cable penetration in many markets has seriously affected media spill-in and spill-out.

At last count, according to A.C. Nielsen, approximately 72 DMA's were close to or over the 50% penetration mark for cable. That is, roughly, one-third of the television markets in the United States.

A few years ago, many of these DMA's used to be considered highly acceptable test markets, which means that they met the approximate 10% spill-in/spill-out maximums which were established as a criterion to ensure good broadcast coverage of the area and its population.

A glance at the five-year growth

Cable Audience Distribution

			Distribution of Cable TV Viewing in DMA	
	Year	Cable TV % of TVHH	Outside Stations %	Inside Stations %
Albany-Schenectady-Troy	'81-'82	47.5	34	66
	'77-'78	29.3	26	74
Charleston, SC	'81-'82	33.2	31	69
	'77-'78	0.0	0	0
Charleston-Huntington	'81-'82	54.3	33	67
	'77-'78	41.0	21	79
Dayton	'81-'82	36.9	35	65
	'77-'78	15.2	29	71
Peoria	'81-'82	46.0	35	65
	'77-'78	24.1	20	80

Source: NSI, Spring, 1982

trend of cable penetration in a representative list of these "good" markets (Exhibit I) clearly indicates that they have all experienced significant growth in the cable area.

In order to learn if the presence of cable was having a decreasing effect on audience viewing to stations that originate inside the market, we examined five randomly selected DMA's. We learned that in the homes receiving cable, approximately 33% of the viewing was going to stations outside the DMA.

The loss of viewing to home stations made us question whether we could achieve adequate broadcast coverage of these or similar DMA's when we purchased local test spot campaigns. For example, if almost one-half of Albany's homes are viewing cable television, and 34% of that viewing is to outside stations, we concluded we might have difficulty building our test level to our goal level in these homes.

Our final step was to analyze where the cable viewing to outside stations was actually going. If it was to cable-originated programs, perhaps we could arrange to purchase local time from local operators.

The majority of the viewing, to no great surprise, is going to independents outside the market. Not only is this a problem in terms of adequately covering a test market, but there will certainly be a markedly greater spill-out of a test campaign to other markets, if independents are purchased in the test market.

Perhaps, in the future, as cable-originated programing becomes avail-

Cable Television Audience Distribution

Market	Year	Cable TV % of TV HH	Home DMA Viewing Share		Dist. of Non-Cable TV Viewing in DMA		Dist. of Non-Cable TV Viewing in DMA	
			Non-Cable TV	Cable TV	Outside Stations %	Inside Stations %	Outside Stations %	Inside Stations %
Albany-Schenectady-Troy	81-82	47.5	47	53	3	97	34	66
	80-81	44.1	53	47	5	95	30	70
	79-80	36.1	62	38	3	97	22	78
	78-79	31.9	67	33	5	95	25	75
	77-78	29.3	68	32	4	96	26	74
Charleston, SC	81-82	33.2	66	34	3	97	31	69
	80-81	25.2	73	27	2	98	26	74
	79-80	**						
	78-79	**						
	77-78	**						
Charleston-Huntington	81-82	54.3	45	55	7	93	33	67
	80-81	51.9	48	52	8	92	28	72
	79-80	42.3	51	49	5	95	23	77
	78-79	42.2	52	48	5	95	23	77
	77-78	41.0	51	49	7	93	21	79
Dayton	81-82	36.9	61	39	16	84	35	65
	80-81	32.6	66	34	19	81	36	64
	79-80	21.1	79	21	16	84	32	68
	78-79	20.2	78	22	15	85	31	69
	77-78	15.2	83	17	14	86	29	71
Peoria	81-82	46.0	54	46	15	85	35	65
	80-81	37.7	60	40	12	88	35	65
	79-80	30.4	69	31	10	90	20	80
	78-79	25.1	77	23	9	91	20	80
	77-78	24.1	78	22	12	88	20	80
Wilkes Barre-Scranton	81-82	63.0	35	65	21	79	32	68
	80-81	61.6	36	64	19	81	32	68
	79-80	55.0	43	57	16	84	25	75
	78-79	54.6	44	56	18	82	26	74
	77-78	51.2	46	54	20	80	28	72

** Does not meet minimum reporting standards

Source: NSI, Spring '82

able on a local system basis, we will be able to replace commercial weight in those homes. However, for the moment, our conclusion is that cable is going to seriously affect the selection and control of test markets. There does not appear to be a quick solution in sight.

Distribution of cable tv viewing in DMA

	Outside Market	% Viewing
Albany-Schenectady-Troy	New York	13
	Boston	7
	Hartford, New Haven	2
	Springfield	2
	Cable Originated	3
	Pay Cable	5
Charleston, SC	Atlanta	9
	Chicago	3
	Wilmington	2
	Cable Originated	5
	Pay Cable	11
Charleston-Huntington	Atlanta	9
	Beckley-Bluefield	6
	Cincinnati	4
	Columbus	3
	Lexington	2
	Tri-Cities	1
	Cable Originated	1
	Pay Cable	4
Dayton	Cincinnati	12
	Columbus	4
	Indianapolis	3
	Atlanta	3
	Ft. Wayne	1
	Cleveland	1
	Cable Originated	3
	Pay Cable	7
Peoria	Chicago	17
	Champaign-Springfield	6
	Cable Originated	3
	Pay Cable	8
Wilkes Barre-Scranton	Philadelphia	12
	New York	11
	Harrisburg/Lancaster/Lebanon	5
	Cable Originated	1
	Pay Cable	2

AGRI-MEDIA
by ALAN REISS
senior vp,
Creamer, Inc.

Myths of agricultural tv advertising

It has been said that "the medium is the message." In the case of television advertising for agricultural products, I believe the medium is the mystery.

Television, though around for many decades, is still a relatively incomprehensible technological art to many people in the business — not so much the physical aspect of how it works, but rather how it affects viewers.

What causes some people to applaud the medium as being the best, the greatest help, while others denounce it as the worst? How can the same thing be so good and so bad at the same time?

Ask virtually anyone in advertising about tv's greatest strength and they'll tell you: "It's an awareness building medium." Some might even volunteer that it can communicate a message as well, provided the message is simple. But when you ask the same question in agriculture, especially among agricultural chemical companies, many say that it creates awareness all right — the awareness among urbanites that we are out to poison the earth, or something equally as dreadful.

Which leads us to our first, and extremely volatile myth:

Agricultural chemical advertising on television causes the general public, spelled "city dweller", to rise up in arms against the entire industry.

This myth is so strongly entrenched in the minds of many agricultural chemical marketers that it has led to spin-off myths such as: If we don't regulate our use of television (i.e., get off the air) then the Federal Government will step in and pull a cigarette-type trick out of their hats. Warning, or better yet, danger: Agricultural chemical television advertising is hazardous to the earth's health.

Another spin-off myth: *Not only do city dwellers hate our tv advertising, but the farmers hate it as well.*

This is to the point of nearly rebelling against the purchase of these products.

SPECIAL
REPORT

Business-to-business advertising

UP 173%
IN 20 YEARS

When times are tough, business-to-business advertisers opt for the old standbys.

Instead of putting their ad dollars into tv and other broadcast media, most business-to-business advertisers are cutting back on their glamorous corporate image campaigns and looking to place their product-oriented ads in efficient media — trade and business magazines.

Notes Richard Groves, president of International Thomson Business Press, "Ten to fifteen years ago the trade press picture looked grim. But with the growth of new electronic, medical and energy-related technology, the ranks of trade books covering these fields are growing."

The American Business Press estimates that 40% of all business-to-business advertising is spent on print ads. And despite the recessionary economic climate of late, the ABP reports

In an effort to stretch recessionary dollars, most business-to-business advertisers are dropping their corporate image campaigns and placing more emphasis on product-oriented ads. Efficient trade and business magazines continue to be the mainstay for business-to-business campaigns but a few advertisers are venturing into broadcast and other consumer media.

that ad pages have increased by 173% in the past decade.

One reason for the heavy reliance on print is the skyrocketing cost of a personal sales call. A recent McGraw-Hill Research survey reports that the average personal sales call is estimated to cost $178 compared with $71.27 in 1975. Additionally, notes one industry source, a sales call may not always be the most effective way of reaching the purchasing decision makers.

His point: "Many of the buying decisions a number of years ago were usually made by one person. Today most of the decisions are made by a committee of people, each person representing a different area of a company."

To reach group members individually advertisers use a variety of tightly targeted publications. Dennis Ritzel, director of advertising and corporate identity for Eaton Corporation, notes that advertisers are more selective with their advertising dollars, "It's a lot easier to spend $500,000 than $200,000. But with the squeeze on dollars, it's essential to place ads in well targeted, editorially precise publications."

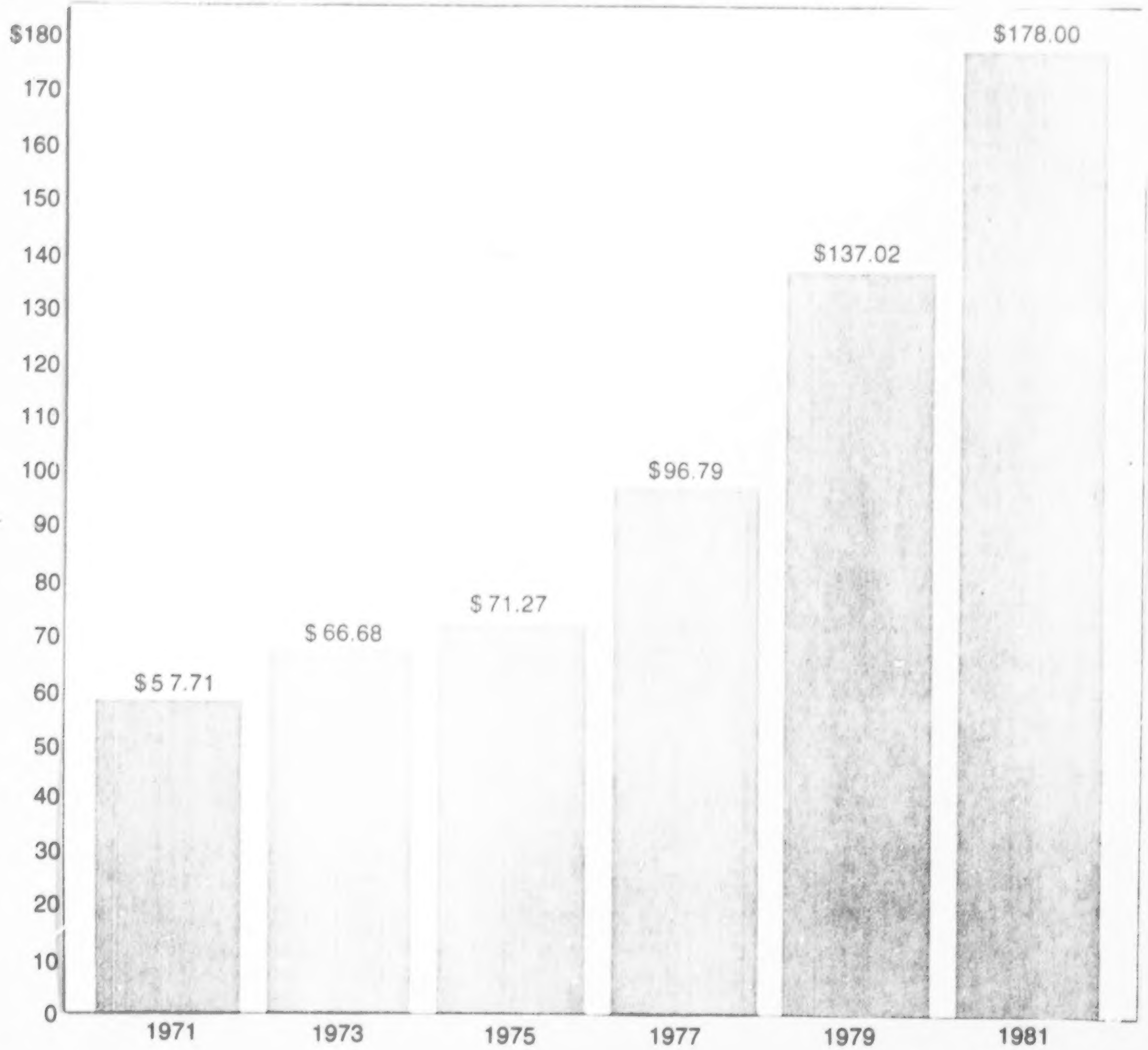
According to E. Wayne Schlegel, senior advertising manager for architectural and industrial markets for Armstrong Cork, his company tries to reach people who are instrumental in influencing the purchase of Armstrong products. For example, an architect might be the key target for Armstrong Sheet Covering. The idea is to get him to specify this material in his design plan.

To reach a narrowly targeted audience, Armstrong aims for front positioning in the leading three or four horizontals in a variety of fields.

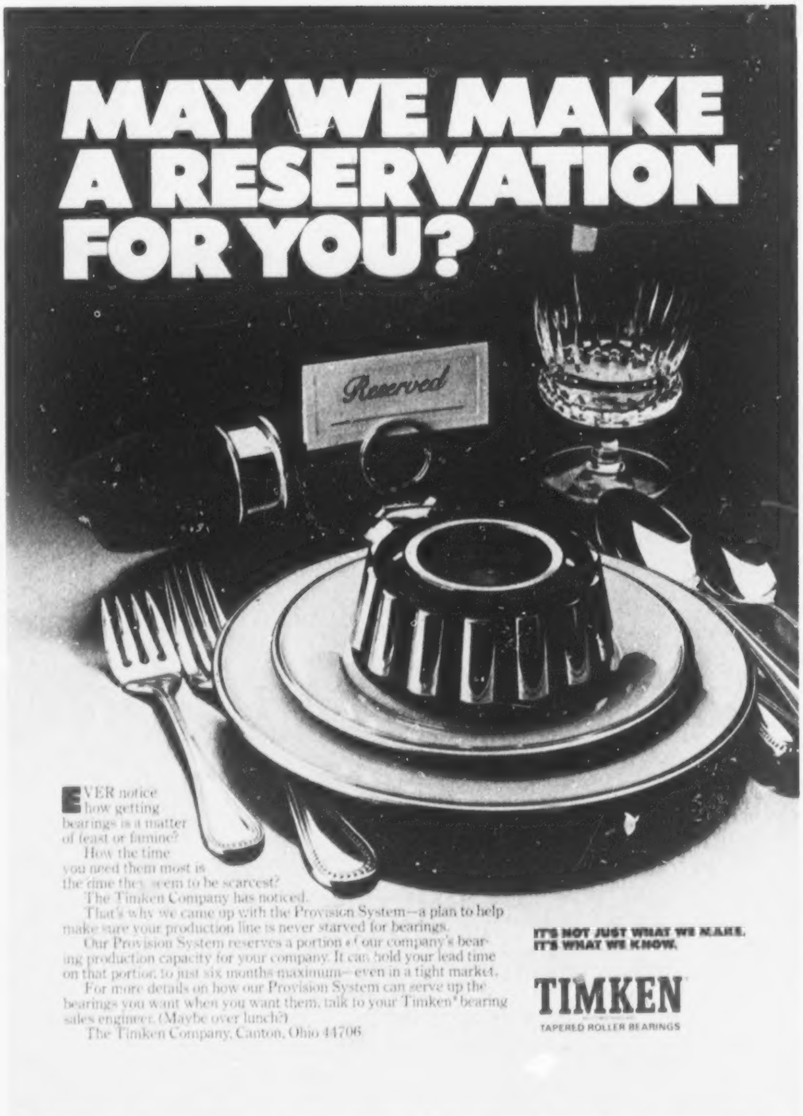
Notes Schlegel, "In the past six to seven years, we've created a high awareness level by running a series of continuous spreads up front."

For the Timken Company, manufacturer of steel products, the use of single pages or spreads really depends on the goals of a particular campaign. According to Richard L. Bohmer, advertising manager, "We started out using spreads for our purchasing campaign that featured general product lines, but we shifted to single pages to emphasize specific products."

Cost of average industrial sales call



Source: McGraw-Hill Research



MAY WE MAKE A RESERVATION FOR YOU?

EVER notice how getting bearings is a matter of feast or famine?

How the time you need them most is the time they seem to be scarcest?

The Timken Company has noticed.

That's why we came up with the Provision System—a plan to help make sure your production line is never starved for bearings.

Our Provision System reserves a portion of our company's bearing production capacity for your company. It can hold your lead time on that portion to just six months maximum—even in a tight market.

For more details on how our Provision System can serve up the bearings you want when you want them, talk to your Timken® bearing sales engineer. (Maybe over lunch?)

The Timken Company, Canton, Ohio 44706

IT'S NOT JUST WHAT WE MAKE.
IT'S WHAT WE KNOW.

TIMKEN
TAPERED ROLLER BEARINGS

Timken offers an elegant picture of a table setting with one of its bearings dished up in splendor. After catching attention of trade paper readers it gets down to promise of service to customers when they need it.

Bohmer explains, "Our ad campaigns are more closely tailored to specific job functions and markets than ever before. The research that goes into selecting our publications is more costly but we get greater returns in the long run." Timkin works with BBDO, New York in developing its media schedule. Similar to other companies in the depressed steel industry, Timken recently dropped its corporate ad campaign. Schlegel also notes that last year the company's overall ad budget was cut by 15%.

A growing number of other companies have chosen a similar path. Says Dennis Ritzel of Eaton, "Because of the state of the economy, we used to do both corporate and product advertising. But rather than cut back in both areas, we decided to concentrate on product advertising and eliminate our corporate program."

Ritzel further notes, "Our key objective is maintaining frequency. To do that, and still adhere to our budgets we sometimes use black and white instead of color or a 2/3 page ad in place of a full page ad."

Glen Peterson, director of corporate communications for Foxboro Corporation, manufacturer of temperature control instruments, maintains that even though the company is working with a decreased ad budget, consistency in ad placement is essential. Peterson says, "We've been staying with the same books, but instead of placing an ad eight times a year we've cut back to four times."

Karalee Arrigo, associate media director at Marsteller, observes that there is a trend away from advertising in the demographic editions of newsweeklies and back to the more traditional business books such as *Business Week*, *Fortune* and *Forbes*. One reason for the shift is the feeling that the traditional business books are more adept at documenting who their readers are.

In their attempt to stretch recessionary dollars, most advertisers agree on the importance of selecting efficient media. Even more essential is using selected media wisely.

Along these lines, advertisers are departing from traditional single page A format ads (picture at top, graphics at the bottom) and are using more gutsy, consumer-oriented techniques in their business-to-business campaigns. As an example, some companies are running consecutive pages and fractionals, spreads and fold outs. Others are placing several inserts in the same issue for immediate impact and impression rather than stretching out their ads over several publications.

Experiments in graphics

Advertisers are also adding more pizazz to their ads. Says William Barbour, president of Chilton publications, "The nature of business-to-business advertising has changed dramatically over the past four years. Ads have gotten more attractive through the use of four color reproduction. Graphic design is also a lot more sophisticated."

John Sheehan, president of magazine division for Cahners Publishing Company, attributes the improved quality of business press advertising to the drastic changes in trade publishing in the last decade. In fact, to discard an old stigma once associated with trade books, Sheehan notes that most publishers, himself included, prefer calling their books 'specialized business magazines.' He goes on to say, "Trade publications were once thought to be on their way out. Ad pages were at an all time low. In recent years that trend has been reversing itself."

One of the reasons for the growth of trade books of late is due to new and developing technologies. Key to their importance is that they provide essential job-related information — and a way of keeping abreast of the latest developments in a field.

Sheehan goes on to say that the number of publications that have cropped up have spurred some hotly competitive battles in a number of fields — such as energy, electronics, health care and cable. As a result, publishers have been forced to upgrade the editorial content and format of their books.

In addition to improved quality, another reason for the growth of trade press or "specialized business magazine" advertising, according to Sheehan, is that publishers have been able to show action and benefit from the use of their publications. He says, "We conduct benchmark product awareness studies before and after advertising. As a result, we're able to prove to advertisers that they're getting their money's worth."

Adds Tom Dempsey, chairman of Penton/IPC, "Business magazines have gotten more sophisticated and competitive because the need for the type of information they convey is much stronger than ever before."

Although ad volume for space advertising reflected a 173% increase over the past ten years, Joe Newman, vp-media director at Marsteller in New York, says that evaluating research and data provided by trade publishers is a difficult and time consuming task because of the lack of comparability audits in a vast number of fields.

He notes that trade publishers know an enormous amount about their market places, but their research data is not computerized and documented along similar lines, thus making it difficult to compare different publications.

Says Newman, "Trade magazines are still sold, analyzed and evaluated as they were 20 years ago."

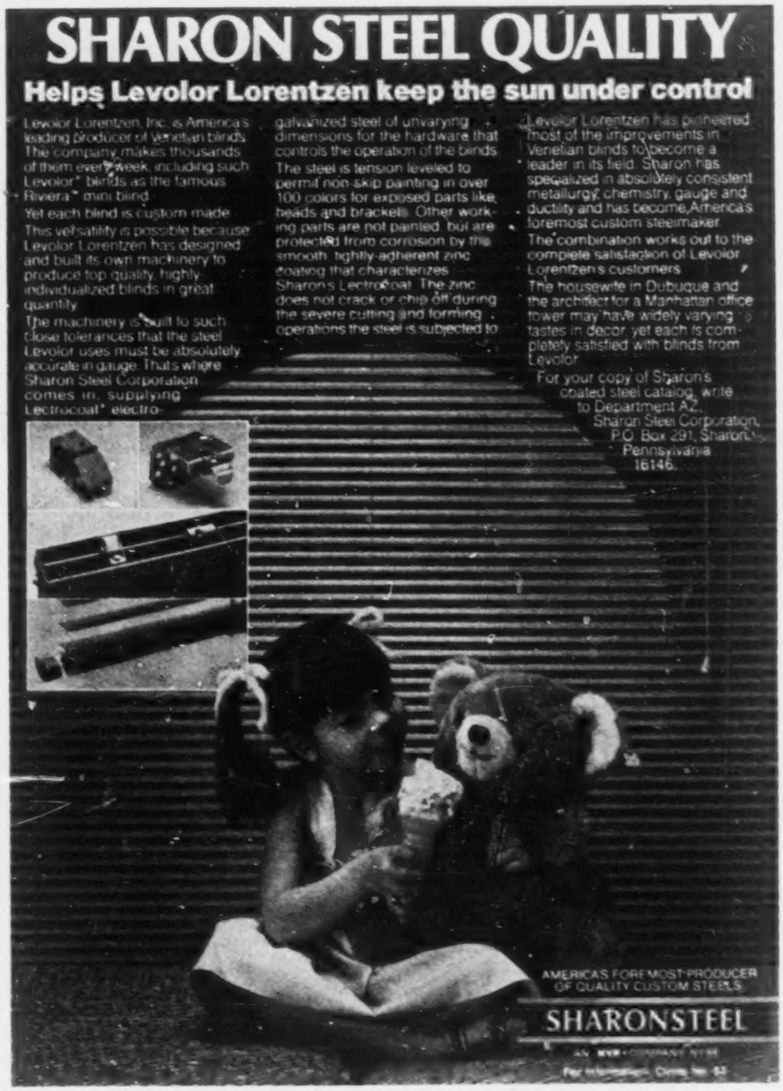
One of the reasons for the lack of comparability, Newman speculates, is that some trade publishers are reluctant to have their magazines compared for fear that the numbers will point out weaknesses in circulation data and obscure the quality and uniqueness of editiorial content. However, he contends, "The numbers point out weaknesses as well as strengths."

Another problem for media people is that many of the trade books are highly technical, and almost impossible to evaluate.

Despite the ongoing controversy between media people and publishers, about comparability audits, Joe Foley, president of the Business Press Audit contends that a significant amount of progress has been made in this area.

"Since 1969 the BPA has been making a concerted effort to formalize market comparability by holding meetings with advertisers and agencies to discuss the best classifications for the various business trade magazines as well as the job titles and functions of the people they're circulated to."

So far, Foley notes, out of 901 total publications in 220 market segments, BPA has achieved comparable audits in 114 markets and 490 publications.


SHARON STEEL QUALITY
Helps Levolor Lorentzen keep the sun under control
AMERICAS FOREMOST PRODUCER OF QUALITY CUSTOM STEELS
SHARONSTEEL

Levolor Lorentzen, Inc. is America's leading producer of Venetian blinds. The company makes thousands of them every week, including such Levolor* blinds as the famous Riviera* mini blind.

Yet each blind is custom made.

This versatility is possible because Levolor Lorentzen has designed and built its own machinery to produce top quality, highly individualized blinds in great quantity.

The machinery is built to such close tolerances that the steel Levolor uses must be absolutely accurate in gauge. That's where Sharon Steel Corporation comes in, supplying Lectrocoat* electro-galvanized steel of unvarying dimensions for the hardware that controls the operation of the blinds.

The steel is tension leveled to permit non-skip painting in over 100 colors for exposed parts like heads and brackets. Other working parts are not painted, but are protected from corrosion by the smooth, tightly-adherent zinc coating that characterizes Sharon's Lectrocoat. The zinc does not crack or chip off during the severe cutting and forming operations the steel is subjected to.

Levolor Lorentzen has pioneered most of the improvements in Venetian blinds to become a leader in its field. Sharon has specialized in absolutely consistent metallurgy, chemistry, gauge and ductility and has become America's foremost custom steelmaker.

The combination works out to the complete satisfaction of Levolor Lorentzen's customers.

The housewife in Dubuque and the architect for a Manhattan office tower may have widely varying tastes in decor, yet each is completely satisfied with blinds from Levolor.

For your copy of Sharon's coated steel catalog, write to Department AZ, Sharon Steel Corporation, P.O. Box 291, Sharon, Pennsylvania 16146.

Sharon Steel features quality of product in terms of one of its customers, Levolor Lorentzen, Inc., leading producer of Venetian blinds. Human interest touch includes pigtailed child, teddy bear and ice cream cone.

Use of general media

In addition to using trade publications, some business-to-business advertisers are also finding that they can reach their target audiences through traditionally consumer-oriented media.

Ron Wilson, director of communications for Victor Business Machines, notes that his company uses a media mix of early and late drive time on network radio in conjunction with horizontal and vertical publications to advertise the Victor 9000 desk top computer. Radio spots are thirty seconds and run 56 times a week.

"Bell put reduced operating costs at our fingertips."

If you've got a business, the Bell System has a way for you to reduce operating costs. By installing a Dimension® PBX from Bell, you gain control over many features of your communications system.

You will be able to assign your own extension numbers, which means that an employee can change offices and keep the same number. Any member of your staff can transfer a call without involving your operator. Any call can be turned into a three-way conference call, with callers speaking from three different telephone numbers. Any employee can instruct the system to direct his or her calls to another telephone. Special rings distinguish outside calls from inside calls.

You can assign special features to specific phones. You can limit which phones have access to long distance calling. You can print out your own record of calls for individual phones.

But you won't be entirely alone. Bell will continue to check your system to identify problems before they develop. In many cases, repairs will be made remotely.

Turn your telephone system into a productivity resource. Call your Bell System Account Executive.

The knowledge business

Bell System, one of the nations' largest advertisers in consumer media, does not neglect its messages to the trade. It claims reduced operating costs are available to the business that calls in a Bell System account executive.

For some advertisers, television is an important facet.

Toshiba uses spot tv in combination with general business and trade magazines and newsweeklies to advertise its BD-4511 desk copier. According to Jack Schmidt, national advertising manager of the copier products division, spot tv is used to increase brand awareness quickly.

To reach the target audience for this product, male decision makers aged 25-50, the copier was advertised on late evening news, ABC's *Nightline*, CBS's *60 Minutes* and a limited number of sports programs during June and July. Schmidt notes that the ads were estimated to reach 26.7% of the key target audience in this time period.

The tv campaign was supported by a $3 million print campaign in general business publications such as *Fortune*, *Business Week*, *Inc.*, business editions of *Time* and *Newsweek*, as well as a variety of office trade books.

Schmidt says that both media are important. Tv is used for making the product known to key decision makers, while print reinforces the tv spots and offers more information.

AT&T is another advertiser that uses tv as a valuable support to print for both corporate image and product-oriented business advertising in trade books.

According to K. Whitney Weihe, director of business advertising for AT&T, his company's advertising strategy is twofold: to position itself at the forefront of the information management area as well as inform the target audience about specific services, for example, the dimension PBX communications system.

To advertise Dimension PBX, AT&T uses tv, general business books, newspapers, and vertical trade publications for additional emphasis.

Notes Weihe, "One of the most valuable aspects of tv is that it is efficient in reaching people in both large and small businesses. Tv also creates the impression of ubiquity."

AT&T, along with a host of other companies, is looking into new forms of broadcast such as cable and interactive cube as yet another way to narrowly target to specific business audiences.

Karalee Arrigo speculates that the future outlook for cable and other new broadcast media in business-to-business advertising will depend largely on their ability to provide valuable job-related information to narrowly targeted audiences as the trade books do now.

Says Sheehan of Cahners about the future propects for videotex, "Let's just say that when the time is right, we have ample resources and capabilities to offer this type of service."

Madeleine Dreyfack

Detail from Rave Hairspray ad

Brand report 79:

Hair care

Hair care spending in 1981 was up only slightly but 1982 has seen increased ad budgets. As the competition heats up, several marketers are adding primetime television, the favored medium in this market, but some companies spend a lot in magazines.

Straight, drab, limp hair is being permed, set, conditioned, and colored into fashionable hair styles. Lady Diana's pert and bouncy look is in. So are Raquel Welch's soft waves.

Neither hairstyle is easy to duplicate, however. It takes a professional cut, a set and a hold to have hair resembling Lady Di's. And a body permanent to copy Raquel's waves, says *Glamour* assistant beauty editor Nancy Karakula.

So it stands to reason that hair care sales are up. Sales were up 12% in 1981, although prices were up slightly, according to *Product Marketing's* Consumer Expenditure Study.

Home permanent sales have never been better and hair sprays have shaken off the scare over aerosols. Hair coloring has been improved. Colors are more natural and potential damage to hair has been reduced. Shampoos today promise not only to clean hair but also give it body, shine and manageability. The conditioner market is hotter than ever, marked by a host of new products from major companies.

Yet hair care ad dollars in 1981 increased only 1% according to figures from Leading National Advertisers, Media Records and Broadcast Advertiser Reports last year. Support for Tegrin, Selsun Blue, Pert, Prell, Vidal Sassoon and Johnson's was off. But new brands offset the spending decrease trend.

This year, however, spending is way up. Several hair care marketers said they have increased budgets substantially. A majority of the increase comes as a result of a significant shift into primetime television. Primetime spending best protects and increases market share in the many heated battles, marketers said. Gillette is the aggressor in the marketplace.

"Gillette has, by far, been the company that has turned the steam on in the marketplace. They have just been doing phenomenally well," said Brenda Landry, stock analyst with Morgan Stanley.

Gillette lit one fire in the marketplace this August by going after a previously untapped market — consumers with especially oily hair. The Gillette product For Oily Hair Only, is going after the largest category of shampoo users in the market. People plagued by oily hair represent 19% of the market, more than the equally rich dandruff market, according to Gage Heath, marketing manager at Gillette. The brand is supported by $12 million, Gillette's largest budget for a single entry, she said.

The biggest battle for market share is in conditioners. Gillette also started this ball rolling, three years ago when it introduced Silkience conditioner. The next year, it introduced Silkience shampoo. The brand's $17 million budget last year, second largest in the market, has paid off.

Silkience now challenges Revlon's Flex for the leading spot in conditioners. And it has hurt sales of Clairol and Helene Curtis products. S.C. Johnson is going after this segment too, last year increasing Agree's budget by 42% last year, and Enhance's by 30%.

The amazing product in conditioners is Revlon's Flex. In spite of several attacks, the brand has held its territory. Last year, sales of this relatively mature brand climbed by 6%.

Clairol still dominates the hair coloring market with a 48% estimated share. But L'Oreal has eaten away at Clairol's strong lead. L'Oreal's Preference has gathered strength by appealing to the female ego, telling them they deserve a "better" product.

Another big story is medicated shampoos, where Procter & Gamble's Head & Shoulders, continues to impress by registering sales increases — 18.2% in 1981. The increase came despite strong showings by Selsun Blue and Tegrin.

Home permanent sales are up more than any other product category, increasing last year, by more than 30%, according to *Product Marketing*. The two big contenders in this category, Cheseborough Ponds' Rave and Gillette's Toni, both enjoyed large sales increases last year. The two have a 59% estimated share of this market.

Clairol's Final Net and Rave are the two battlers for market share in hair sprays. However, a new contender is Gillette's Mink Difference. Hair spray sales were off, reflecting a decline in aerosol sprays but sales in 1981 were again up by more than 10%.

Spending Leaders

Three companies in the hair care field spend almost half of the total $253 million. Leading the field is P&G's $49 million followed by Gillette's $33 million and Clairol's $41 million. Other big spenders are S.C. Johnson, at $19 million, Alberto Culver and Vidal Sassoon.

Of those companies, S.C. Johnson increased hair care spending the most, by 38%. Gillette also showed a strong increase of 18%. Clairol and P&G only increased their budgets by 1%.

P&G, however, spends the most on a single hair care brand — Head & Shoulders, which carries a budget of $17.7 million. Gillette is sneaking up on that lead though. Silkience's 27% increase last year put the brand at just below Head & Shoulders budget.

P&G also continues to spend heavily for Pert, over $14 million. But spending is down by 17% following its introductory support. Despite Pert's large splash, analysts say the product's sales are starting to slip.

"P&G has never been as happy with its toiletries business as it would have liked," Landry said.

Clairol has so many hair care brands — ranging from hair sprays to coloring, shampoos and conditioners — that it does not spend heavily on any one brand. Most Clairol brands are supported with about $7 million, although Clairol says that this year, spending is up significantly.

Hair care marketers spend about 64% of total on network television. Spot television accounts for another 18%. Magazines' percentage is 16%, newspaper supplement's 1% and network radio, 1%.

Spot radio and newspapers each get

Media spending for hair care — 1980–1981

	Total	Magazines	Supps	Net tv	Spot tv	Net radio	Outdoor	Spot radio	Newspapers
1981	$253,347.0	$45,582.4	$2,127.2	$166,703.6	$38,356.5	$546.1	$31.1	$2,555.0	$1,010.0
1980	$250,426.8	$40,226.6	$2,483.3	$160,562.0	$44,968.8	$2,100.1	$2,100.1	$2,559.9	$840,003

% change 1981—1980

Magazines	Sups	Net tv	Spot tv	Net radio	Outdoor	Spot radio	Newspapers
+11%	−17%	+4%	−17%	−280%	−170%	0%	+17%

Source: Leading National Advertisers.

Introduce Your Hair to
Flex, Flex, Flex, Flex, Flex, Flex, Flex, or Flex
REVLON

Revlon's Flex retains lead despite increased competition

Mink Difference hair spray.
It puts a silky hold on your hair.
The Difference is Mink.
Mink
Mink

Enriched with precious mink oil in every drop, Mink Difference hair spray is really different. Not only does it hold your hairstyle beautifully, it makes it feel beautifully soft and silky, like mink.

Run your fingers through your hair and find out what you already know — a little mink in a woman's life makes a big difference.

Enriched with precious mink oil in every drop

Gillette's new hair spray seeks to carve out a new market niche

under 1%. Last year, network television and magazines showed the biggest increase in spending. Magazines saw a 16% and net tv, 4%.

This year, many hair care marketers said they have shifted heavily into primetime television, a sign that the market is becoming more heated.

Newspapers also received a major increase last year, with spending up 17%. Spot television and newspaper supplements were down by 17% each.

"I think that hair care advertisers prefer television because they can easily inject excitement into commercials through the addition of movement and music which they can't have in print," said Gus Priemer, S.C Johnson's director of advertising.

Explaining the homogenous media planning in the hair care market, Priemer theorizes: "Advertising people are like elephants who all wrap their trunk around the same thing."

Clairol

Clairol took its media buying in-house this year from Foote Cone & Belding and Doyle Dane Bernbach, and made a major shift into primetime television.

The change comes at a time when Clairol faces stiff competition from L'Oreal's Preference, Gillette's Silkience and Helene Curtis' Finesse. Competitors are forcing Clairol's dominant market share down to under 19%, dropping steadily each year for the last two years.

One brand that tumbled is Body on Tap, from Bristol-Myers, Clairol's parent company. Advertising for the brand has dwindled from over $6 million.

A key to Clairol's long-term success in the hair care market is its flexibility and sense of the market. Herbal Essence paralleled the flower children generation of the sixties. Summer Blonde came when straight long blonde hair was in. The company also has been rewarded for maintaining products that sell well against defined targets. Loving Care, for example, can only be a product for older women with grey hair. Final Net, a hair spray, has an older skew. Younger women prefer looser-looking hair styles.

But Clairol has not let the younger market slip by. A company spokesperson said it is striving to appeal to a wider age group.

Nice 'n Easy and Frost 'n Tip are aimed at younger women who want to highlight their hair. A new permanent offers the trendy curly look.

Clairol spends 58% of its budget in network television, soap operas and primetime to reach younger targets and television primarily for older skewed brands. Spot television gets about 8% of the budget.

Clairol spends about a third of its budget in magazines, a higher percentage than most.

Additionally, Clairol is the largest newspaper advertiser in the hair care market. Its $400,000 newspaper expenditure represents 40% of the total market's newspaper spending. Clairol also spends about 3% of its budget in newspaper supplements.

Procter & Gamble

P&G proves advertising's relationship to sales, spending heavily for popular brands, Pert and Prell, and the number one brand, Head & Shoulders.

No one hair care brand gets so many ad dollars as Head & Shoulders, a 20-year-old brand, and no other brand matches its sales. Head & Shoulders sells better than any shampoo, even though it is medicated. Dandruff shampoos hold almost 20% of the shampoo market.

The brand continues to show sales increases. Last year, Head & Shoulder sales were up 18.2%, building its estimated market share in the dandruff category over 50% with no price increase, according to *Product Marketing's* Consumer Expenditure study released in August.

The challengers in the dandruff category, Selsun Blue and Tegrin, each increased prices last year, 7% and 10% respectively, which may have led to their slight market share loss last year. The year before, both brands gnawed at Head & Shoulder's lead.

Sales have stabilized for P&G's relatively new shampoo for frequent users, Pert, introduced in 1979. Advertising support for the maturing brand is down, following the brand's large introductory ad budget of almost $17 million. In 1981, support was reduced by 17% for an ad budget of slightly over $14 million.

Pert is aimed at a potentially huge market, that category of people who want "bouncin' and behavin' hair," but the brand has not performed as well as P&G had expected. Still in 1981, it ranked fifth place among regular shampoos.

Prell, the fourth best-selling regular shampoo, continues to hold its own.

P&G reduced the long-established brand's support last year by 7% but the brand still gets about $10 million in ad support.

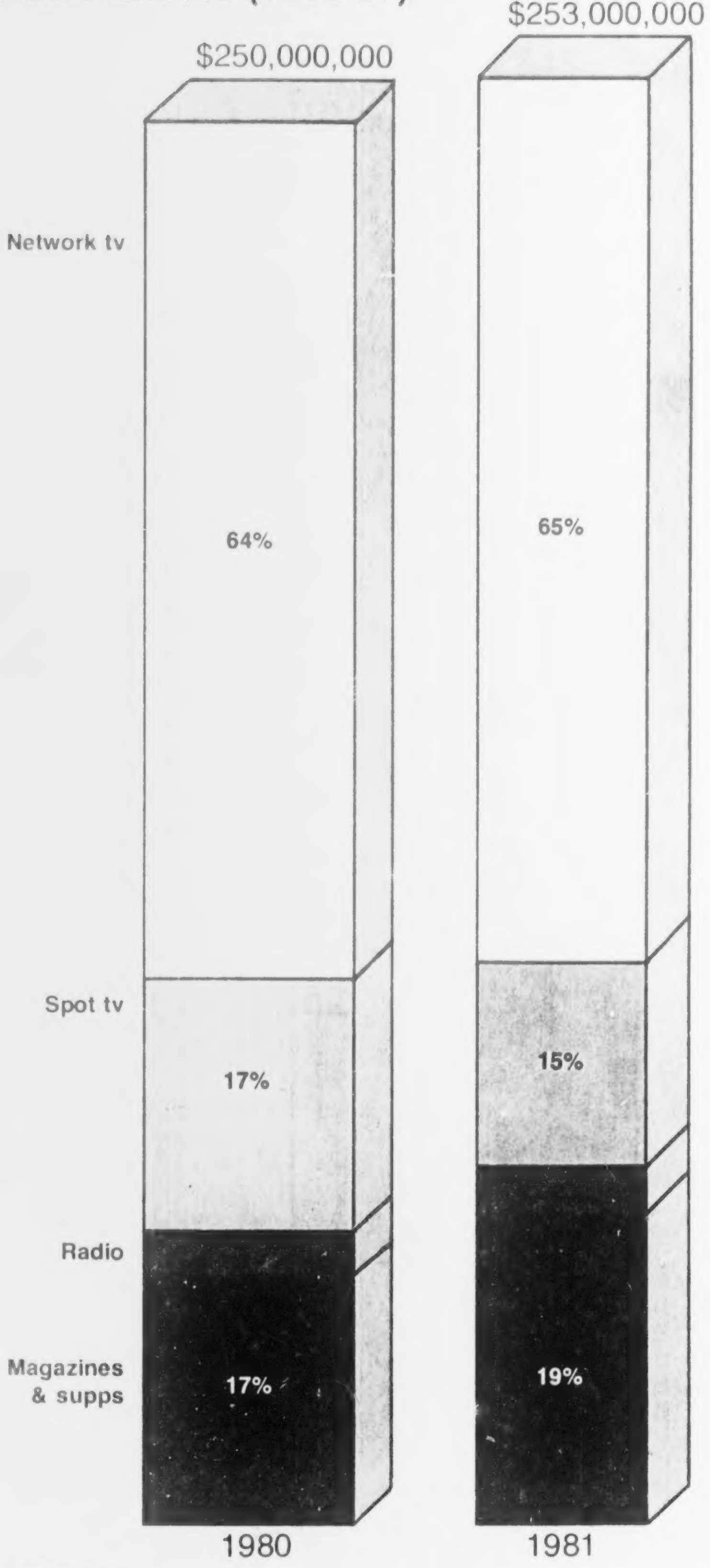
For those three brands, P&G spends $42 million, 17% of hair care ad dollars for all brands. About 80% of each brand's budget is allocated to network television. Spot television takes another 10% and magazines the rest.

Gillette

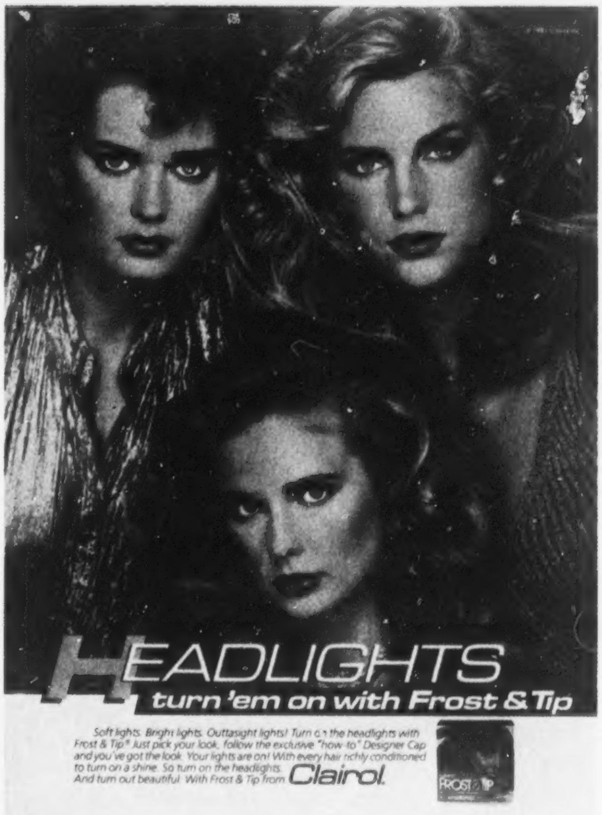
Gillette has continued to send shock waves through the marketplace, first with Silkience, then with Mink Difference Hair spray, and now with For Oily Hair Only.

For Oily Hair Only has the largest

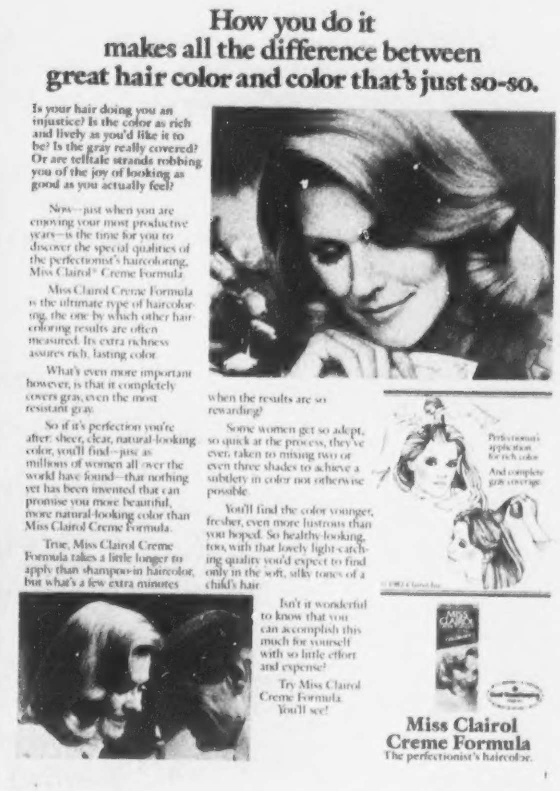
Media strategies — leading Hair care brands (1980-81)



Sources: LNA/BAR; Media Records; RAB/RER.



Soft lights. Bright lights. Outtasight lights! Turn on the headlights with Frost & Tip® Just pick your look, follow the exclusive "how-to" Designer Cap and you've got the look. Your lights are on! With every hair richly conditioned to turn on a shine. So turn on the headlights. And turn out beautiful. With Frost & Tip from Clairol.


How you do it makes all the difference between great hair color and color that's just so-so.
Perfectionist's application for rich color
And complete gray coverage
© 1982 Clairol Inc.
MISS CLAIROL
Miss Clairol Creme Formula
The perfectionist's haircolor.

Is your hair doing you an injustice? Is the color as rich and lively as you'd like it to be? Is the gray really covered? Or are telltale strands robbing you of the joy of looking as good as you actually feel?

Now—just when you are enjoying your most productive years—is the time for you to discover the special qualities of the perfectionist's haircoloring, Miss Clairol® Creme Formula.

Miss Clairol Creme Formula is the ultimate type of haircoloring, the one by which other haircoloring results are often measured. Its extra richness assures rich, lasting color.

What's even more important however, is that it completely covers gray, even the most resistant gray.

So if it's perfection you're after: sheer, clear, natural-looking color, you'll find—just as millions of women all over the world have found—that nothing yet has been invented that can promise you more beautiful, more natural-looking color than Miss Clairol Creme Formula.

True, Miss Clairol Creme Formula takes a little longer to apply than shampoo-in haircolor, but what's a few extra minutes when the results are so rewarding?

Some women get so adept, so quick at the process, they've even taken to mixing two or even three shades to achieve a subtlety in color not otherwise possible.

You'll find the color younger, fresher, even more lustrous than you hoped. So healthy-looking, too, with that lovely light-catching quality you'd expect to find only in the soft, silky tones of a child's hair.

Isn't it wonderful to know that you can accomplish this much for yourself with so little effort and expense!

Try Miss Clairol Creme Formula. You'll see!

Clairol's long-term success in hair care market is unrivalled yet dominant share is beginning to slip.

single budget for any hair care brand, according to Gage Heath, hair care marketing manager, the budget is $12 million. Advertising broke August 11.

"People with oily hair represent the largest category of the market, about 19%. This brand is positioned against that category, aimed at both male and female users," Heath said.

"No other brand has solely targeted oily hair. All others have simply added oily hair products. And that's only because they wanted to be able to get more shelf space," Heath said.

"For Oily Hair Only is a breakthrough product," Heath explained, "because unlike most other oily hair shampoos, it contains an European herb to break up the oil faster. Yet the product also contains detergent, an ingredient of most heavy duty shampoos.

"We think that this product is gentle but also cleans very thoroughly," she said. "We have found that half of those who use oily hair shampoos then need to use a conditioner because the shampoo is so harsh. That really undoes what the shampoo has done. We also are marketing a For Oily Hair Only conditioner but we think that it acts in conjuction with the more gentle shampoo," she added. "We have done extensive consumer testing and we think that this product will really keep the hair cleaner," Heath noted.

To introduce the product, Gillette is using saleable samples before the product breaks. In addition, it is dropping coupons in free standing inserts.

The television budget is a mixed plan of prime and day plus some spot on the West Coast, Heath said.

Both male and female magazines are being used because of the product's audience.

The brand's $12 million is an addition to Gillette's overall hair care budget, which this year is over $40 million.

However, Gillette last year shaved ad dollars for Tame creme rinse, Toni home permanent and Adorn Hair Spray. The cutback for the three brands was $3 million.

Despite those decreases, Toni, the pioneer brand in home permanents, still leads the category though Rave offers strong competition. Adorn has done well against Clairol's Final Net.

Silkience has performed remarkably well with some help from a $17 million budget for the conditioner, shampoo and deep conditioner. It rivals Flex for the lead in conditioners but has not done as well in the shampoo market.

Silkience's calling card claims it cleans and conditions only in needed spots. But sources say that all conditioners work on the same principle.

Like most other hair care marketers, Gillette spends almost all ad dollars on network television, with minimal amounts in spot and magazines.

S.C. Johnson

S.C. Johnson increased the budget for its shampoo/conditioner, Agree, by 42% last year, bringing total spending for the six-year-old brand to $13 million. A more recently introduced shampoo/conditioner, Enhance, also benefited from a budget increase of 30%, to more than $6 million.

Gus Priemer, S.C. Johnson's director of advertising, did not explain why spending for both brands was boosted, pointing to intense competition as a reason.

S.C. Johnson splits its media dollars into more widely mixed media than do its competitors. Some 32% of Enhance's dollars are spent in magazines, compared to an estimated average of 11% by most other brands.

NEW FROM REVLON RESEARCH!

The Hair Re-Conditioner

Flex Complete Conditioning Complex totally re-conditions normal hair 4 ways: (1) Penetrates each hair for body and elasticity. (2) Texturizes hair to make it smooth and silky. (3) Moisturizes hair for a fresh elasticity and new resilience. (4) Actually mends split ends.

NEW SALON FORMULA
FLEX
COMPLETE
CONDITIONING
COMPLEX

REVLON

Flex Complete Conditioner introduced in July. Sales for Flex line were up 6% in 1981.

"When you are striving for effective reach, a single medium tends to peak out in delivering efficient messages. In television, if you add beyond to the heaviest quintile, there is a lot of waste," explained Priemer.

S.C. Johnson uses cable on a minor scale. But Priemer says he is more preoccupied with the percentage of his budget in major media. S.C. Johnson spends less in network television than other hair care marketers. Yet 75% of Agree's budget and 50% of Enhance's budget is in network television. An additional 15% is slated for spot television.

Revlon

Revlon increased spending significantly for major hair care line, Flex, in 1982 buoyed by several product introductions and a large promotional tie-in this fall with Chrysler.

The new products are extensions of Flex' established — yet still growing — line of shampoos and conditioners. Flex Net Hair spray, an aerosol, is being introduced in late summer and Flex Complete Conditioner, was introduced in July.

Despite onslaughts from P&G's Pert and Gillette's Silkience, Flex has held up well in the market. Sales were up 6% in 1981.

Neil Katz, senior vp-marketing Revlon, credits the brand's staying power to the products unique qualities.

"We have a product that's unique because it appeals to both families and young people. It has unique positioning because of the beauty association with Revlon. The product also has a good price/quality relationship," Katz said.

Flex shampoo is the number one shampoo, discounting medicated shampoos, which is led by P&G's Head & Shoulders. And Flex conditioner is battling to retain its spot as leader in hair conditioners.

Revlon spends about 26% of the Flex budget in magazines, more than most other brands. Yet it is still adding to the magazine list.

Revlon this year added several women's service books. They support its two new brands, which have an older skew. Revlon continues to use fashion-oriented women's magazines to advertise Flex shampoo and conditioner, both younger brands, according to Katz.

Revlon spends an additional 40% in network television and 34% in spot, using a combination of primetime, fringe and soap operas. A new television campaign this year positions Flex for hair damaged from tough-to-keep fashionable hair styles.

Revlon supplements television with Spanish International Network.

"The Spanish community is a different culture and it is necessary for us to reach them using their own language," Katz said. "We get a high percentage of use from the Spanish and black community." Newspaper supplements are used to drop coupons. Revlon also advertises on teen-age radio.

Revlon is kicking off a large promotional campaign this summer, as part of its usual back-to-school promotions. The promotion is supported by $2.5 million in advertising. Media include the traditional avenues plus a broader print schedule incorporating *Life* and *People*.

The promotion is a tie-in with Chrysler Corporation. Fifty winners in a sweepstakes contest will be awarded

Raquel Welch and Princess Diana displayed their often copied hairdos on covers of *Life* and *Time* respectively.

Chrysler's new sporty pickup, Rampage.

Katz admits that the promotion is unusual for a hair care marketer. But he notes that both Rampage and Flex share the same target audience — 18-34.

Top company spenders in 1981

Procter & Gamble	$48.5 million
Clairol	$40.8 million
Gillette	$32.6 million
S.C. Johnson	$18.9 million
Revlon	$7.9 million
Alberto Culver	$13.1 million

Vidal Sassoon

If any brand has a reputation for bringing designer names to a market, it's Vidal Sassoon.

Formulated by an internationally recognized hair care authority, it was sold only professionally, until 1977.

Vidal Sassoon's designer name has helped it to earn a reputation as a premium product. The brand is premium priced too. Sales are slightly down in the recessionary economy.

"We have really tried to remain different from the other hair care brands. I think that our advertising platform is unique. We use such a wide variety of media that are not typically used by hair care marketers. I would like to broaden our use of media," said Laurance Taylor, senior vp-advertising/creative services.

Advertising for the brand in 1981 is $10.5 million, a 19% increase over the preceding year, Taylor said.

Network television takes the bulk of the spending. Vidal Sassoon uses primetime and *Good Morning America*. Shows it favors are *Dallas*, *Dynasty*, *Love Boat*, and *Hart to Hart*. Spot television is about 10% of the overall budget. Times used are early and late fringe.

Vidal Sassoon also advertises in *Vogue*, *Harper's Bazaar*, *Teen Mademoiselle*, and *Seventeen*.

The brand also advertises in *W* and *Interview* for high visibility and glamour, Taylor said.

To reach men, who make up about 20% of sales, Vidal Sassoon advertises in *Gentleman's Quarterly*, *Esquire* and *Playboy's* fashion guides.

Taylor says response, measured by reader cards, to the *Playboy* ads was particularly good. "The amount of letters we got was staggering," he said.

Vidal Sassoon spends $200,000 in bus shelter advertising in two markets, New York and Los Angeles. "These bus shelter ads have worked tremendously well and we hope to expand into other markets as the bus shelter programs become more sophisticated," Taylor said.

Top advertised brands in 1981

Head & Shoulders	$17.7 million
Silkience	$17.3 million
Prell	$9.9 million
Rave	$9.9 million
Jhirmack	$8.6 million
Vidal Sassoon	$7.5 million
Nice n Easy	$7.3 million
Agree	$6.9 million
Loving Care	$6.9 million
Preference	$6.9 million

An amount equalling 5 to 7% of its overall sales represents Sassoon's co-op program.

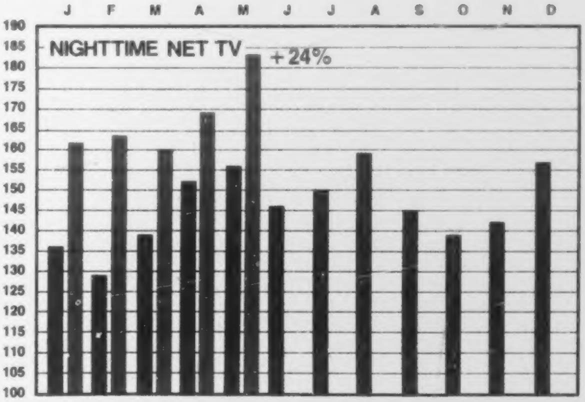
In addition, Vidal Sassoon has been experimenting with cable television.

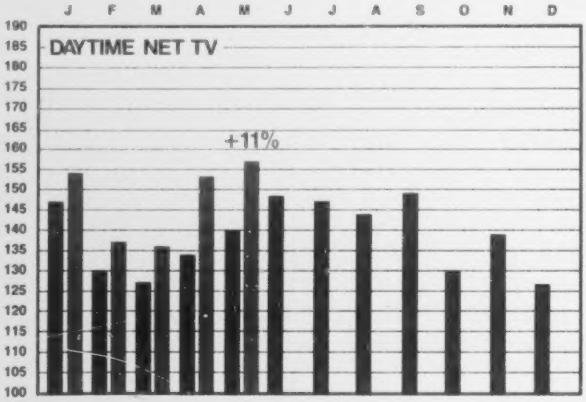
The brand's target is women 18-49 with incomes of over $20,000, Taylor said. To reach a sub-category of target, women 18-24, Vidal Sassoon goes for increased frequency, using contemporary, album-oriented stations.

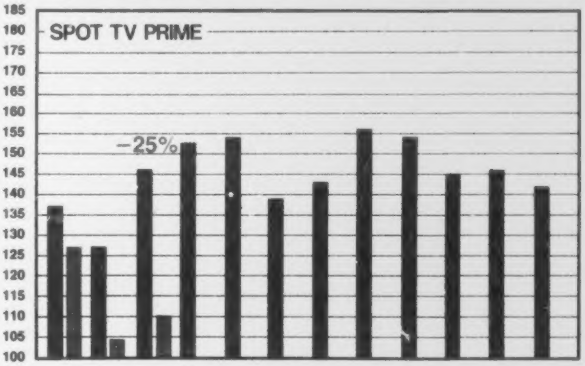
Rebecca Fannin

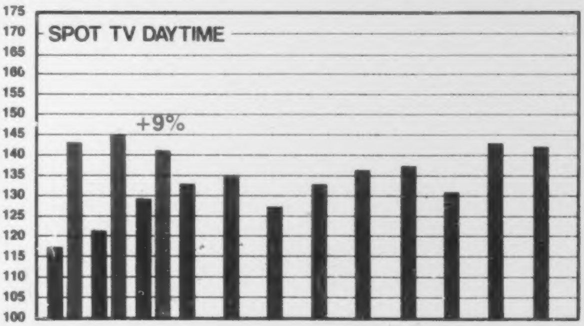
MEDIA COST INDEX

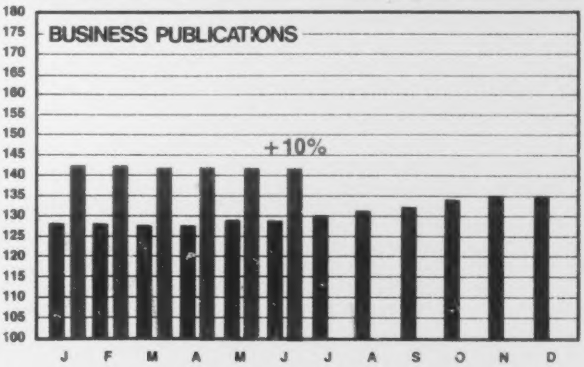
Black bars index for 1981; red bars 1982; base year 1977











Network tv prices rose in April and May 1982 considerably ahead of last year. The daytime net index jumped to 153 in May and then to 157 in June, indicating that prices were 53% and 57% respectively higher than in the base year 1977. Compared to same months in the previous year, they were up 11%. Nighttime net indexes rose to 169 in May and then to 183 in June (69% and 83% respectively higher than in the base year 1977). Nighttime net costs in June 1982 were up 24% over June 1981.

Network radio also showed considerable strength in April and May of 1982 — at index 288 in April (188% higher than in the base year 1977 — and at index 277 in May), 177% over the base year 1977, which represented a relative low for network radio. Compared to same months in 1981, May 1982 was up 31%.

Consumer magazines continued to price themselves 10% above previous months in 1981 through June 1982, Magazines were at index 158 in June — a level 58% higher than in the base year 1977.

The Media Cost Index reflects reported trends extracted from available published sources. This analysis uses standard competitive report sources to develop comparable costs that reflect monthly cost trends by medium. Where industry competitive sources are unavailable, selected cost data from SRDS are sampled. Sources: **Nighttime Network TV** — cost per average 30-second spot 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Report Network TV Service. **Daytime Network TV** — cost per average 30-second spot 10 a.m.-4:30 p.m. Monday-Friday from Broadcast Advertisers Report Network TV Service. **Network Radio** — cost per average 30-second radio announcement from Broadcast Advertisers Report Network Radio Service. Index 100 for Nighttime network tv, daytime network tv and network radio are for each month in 1977. **Spot radio** estimates are based on SRDS cost of one minute on one station per market in the top 50 RADI markets. **Consumer magazine** estimate based on reported SRDS cost of page, 4-color in 40 national consumer magazines based revenue, as reported by MPA. **National Supplements** estimates based on reported SRDS cost of page, 4-color for three national supps. **Daily Newspaper** estimates based on Newspaper Advertising Bureau report of SRDS costs per agate line of a stratified sample of 155 newspapers. **Business Publication** estimates based on reported SRDS cost of a page, 4-color for 48 magazines representing 42 business and professional classifications. **Outdoor Posters** based on estimates prepared by F.R. Cawl & Assoc. **HOW TO READ:** Media Cost Index reflects latest available cost compared to base of average year 1977. Percent change reflects annual rate of change and is based on latest available month costs compared to same month in previous year.

MEDIA COST INDEX (continued)

Black bars index for 1981; red bars 1982; base year 1977